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N THIS ISSUE:

Radio Affiliates
Sarnoff Views
Page 29

District Meets
West Coast
Page 34

Business Up,
Survey Shows
Page 40

Fightcasts
Protests
Page 58

SECTION
Page 77

22ND
year

NEWSWEEKLY
AND TV

KOTV
Channel 6
TULSA
EVERYBODY LOOKS!
KFMB-TV
Channel 8
SAN DIEGO

PUBLIC LIBRARY
SEP 21 1953
DETROIT 17

THIS IS A THREE DIMENSIONAL ADVERTISEMENT
Use 3-D glasses mailed earlier to all subscribers.

KOTV • Channel 6 Tulsa, Oklahoma • Wrather-Alvarez, Inc.
KFMB-TV • Channel 8 San Diego, California • Wrather-Alvarez Broadcasting, Inc.
Exclusive National Representatives — EDWARD PETRY & CO.
NETWORK AFFILIATIONS — **CBS** • NBC • ABC

Fables of the leopard and the hippo

ON MAKING A GOOD PITCH

THE HIPPO: "Alas, exhausted after a real hard pitch, I've often got to stop and rest a while."

THE LEOPARD:

"Then reconsider, sir, the time and place and way you go about making the calls you ought to make."

THE MORAL:

Wily TV advertisers, too, know they can make sales . . . . but then not have fade away.

They use **Spot** TV. Season after season.

Because Spot TV's basic flexibility easily let's them **build** sales . . . **and** profitab resales. With just the length of commercial time they need. To catch prime pro pects' eyes during just the best selling times in every market they choose. An with each market's budget matched with sales potential.

To build sales continuously is just one additional reason why more than 9 o of every 10 national advertisers who use TV are **Spot** TV advertisers.

You can build your product's success, too, on Spot TV. And these are 18 ou standing stations on which you can do it carefully. With success.

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
WICU	**Erie**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WTVH	**Peoria**
WENS	**Pittsburgh**
WOAI-TV	**San Antonio**
KFMB-TV	**San Diego**
KGO-TV	**San Francisco**
KOTV	**Tulsa**
KEDD	**Wichita**

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

We're RADIO and TELEVISION Technicians

... Not Mere Medium Men!

When you buy WBRE . . . you buy 29 years of continuous performance in radio and now T-V. Our technical knowledge, backed up by a trained staff of professionals in every phase of Radio and Television, gives you more than mere medium minded men to perform the selling job for your client's products. Our record of performance needs no imaginative claims, no false coverage figures, no theories. The proof of performance is here . . . we'll be glad to show it to you.

DAVID M. BALTIMORE

TV WBRE Ch. 28

LOUIS G. BALTIMORE

NBC Affiliate **Wilkes-Barre, Pa.** **AM-FM-UHF TV**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

growing
growing
growing
Mr. Channel 8
Mr. Channel 8
Mr. Channel 8

actual return for your advertising on WGAL-TV—now in its fifth year

WGAL-TV

NBC · CBS · ABC · DuMont
Lancaster, Pa.

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

Steinman Station
Clair McCollough, President

WGAL
AM TV FM

Represented by **MEEKER**
New York · Chicago · Los Angeles · San Francisco

closed circuit®

CBS-TV reportedly proposing to clients that, effective with time change Sept. 27, West Coast schedule of Sunday night shows be run at same clock hours as on East Coast, via "hot kinescopes" and coaxial cable. For example, Lincoln-Mercury's Ed Sullivan show, which last season was seen at 3 p.m. on West Coast by kinescope one week after original broadcast, would under new plan be seen at 8 p.m. local time on same day in both East and West.

★ ★ ★

"REVERSE compatibility" is term which may be added to TV lexicon. It means reception on color set of black-and-white telecasts, which is twist on "compatibility" meaning reception of colorcasts on black-and-white sets. There's belief FCC might ask for "reverse" showing at Oct. 15 color demonstrations in New York area.

★ ★ ★

FIRST definitive study on vhf versus uhf audiences, with same program on air from each (World Series, Sept. 30 to end of best four games out of seven), has been ordered by number of TV stations from American Research Bureau and, presumably, other research organizations. All studies will be confidential for eyes of ordering clients only, it was learned.

★ ★ ★

SALE of KIOA Des Moines by Ralph L. Atlass to group headed by Don Searle for $150,000 is in offing. Transaction would eliminated "duopoly" implicit in TV Ch. 13 grant to WHO Des Moines, in which Atlass group holds minority purchase option. Mr. Searle, general manager and minority owner of KOA Denver, also controls KMMJ Grand Island, Neb., and KXXX Colby, Kan. KIOA operates on 940 kc with 5 kw day, 1 kw night, and is MBS-affiliated. Blackburn-Hamilton is handling transaction.

★ ★ ★

INDICATIONS are FCC will compromise on its plan to eliminate annual financial statements from stations and networks and settle for annual simple profit and loss return. This would eliminate 90% of detail since practically all required figures could be taken from simple station records. Demand for some statistics, it's understood, has caused FCC to modify plan to eliminate returns.

★ ★ ★

TIME CHANGE Sept. 27 will bring some sweeping realignments in network TV schedules, notably in larger markets where new outlets have made appearance. Competition is largely between CBS and NBC. In some instances, stations have cancelled programs of one of networks on time change date rather than later on as proposed by networks. In other cases, stations have gone over heads of networks and dealt directly with advertisers on package shows owned by advertisers rather than permit highly rated programs to go to new outlets.

SPREAD of television arousing new interest among fulltime radio independents in obtaining relief from FCC minimum operating hours requirement, particularly at night when video's impact is heaviest.

★ ★ ★

BECAUSE many competitive television hearings are melting into mergers and dropouts, FCC may not build up to total of 24 examiner teams indicated as necessary earlier in view of TV logjam. There will be many hot contests involving big markets and big money but trend elsewhere is for "out-of-court" settlements.

★ ★ ★

DAYTIME television is expected to get bigger push than ever before with such giants as Procter & Gamble, General Foods, and General Mills all contemplating daytime strips on future plans boards.

★ ★ ★

NARTB definitely planning dramatic TV demonstration as first step in drive to beat down barriers to microphones and cameras at public events. Association will show top government-congressional group how TV cameras can operate with relatively dim room lighting. TV still gets blame for blazing newsreel lighting.

★ ★ ★

TWIST of TV fate in last week's new station grants (story page 48) results in Allen M. Woodall and Martin Theatres of Georgia having minority interests in Augusta, Ga., competitors while both have minor holdings in WDAK-TV Columbus, Ga. Mr. Woodall is 25% owner of new vhf Ch. 12 WRDW-TV Augusta while Martin Theatres has 22.5% option in new vhf Ch. 6 WJBF-TV there. FCC approved grants upon explanation competition wouldn't be hurt.

★ ★ ★

ANY NOTION that WPTR's 370 ft. antenna array was responsible for tragic American Airline's crash at Albany last Wednesday is dispelled even in responsible aviation circles. At informal session last Thursday in Washington of executives of Air Space Committee of CAA (which passes on antenna heights), it was agreed that ill-fated airliner was not flying prescribed course, presumably was on instruments and was having engine troubles. "It just got fouled up," was comment of one high government official.

★ ★ ★

SO broadcasters can have their point of view presented, NARTB may apply for associate membership on Washington Airspace Subcommittee, final military-civilian aviation court of appeals on hazards to air navigation. Need for high TV towers, with regional subcommittees sometimes not too sympathetic, makes Washington group all-important. Associate membership won't give broadcasters vote but will permit spokesman to rebut. Move would be in line with FCC Comr. George E. Sterling's recommendation [B•T, March 16] and might be speeded in light of last week's Albany air disaster.

IN THIS ISSUE

LEAD STORY

New plans for "rehabilitation" of radio are announced by Brig. Gen. Sarnoff at NBC Radio affiliates meeting. *Page 29.* (Text of Gen. Sarnoff's address is on pages 108-112.)

ADVERTISERS & AGENCIES

Five new business developments highlight active week for TV network sponsors. *Page 31.*

FILM

NBC Film Division reports tripled sales in past six months. *Page 32.*

Vitapix announces new wrestling series. *Page 32.*

TRADE ASSOCIATIONS

NARTB district meetings begin. New locked-doors sessions are introduced for discussion of touchy topics like double-billing and competitive sales practices. *Page 34.*

FACTS & FIGURES

Analysis of 1952 revenue shows radio stations in TV markets did 2.1% more business than in 1951, radio stations in non-TV markets increased business 10.6%. *Page 40.*

Telestatus weekly summary of TV stations on the air and television set distribution. *Page 43.*

Survey of estimated export advertising volume shows radio will get $10.8 million and TV $1.5 million in 1953. *Page 46.*

PROGRAM SERVICES

Broadcasters' Committee for Subscription TV is in the making after meeting called by four uhf grantees who petitioned FCC for quick approval of pay-as-you-see programming. *Page 46.*

GOVERNMENT

FCC issues seven TV grants, including first two for Augusta, Ga. *Page 48.*

Sylvania files formal petition for FCC approval of satellite TV stations to extend service to communities incapable of supporting stations of their own. *Page 50.*

Conelrad—radio's civil defense plan—gets its first national test. *Page 52.*

Manufacturers and FCC fix Oct. 15 as date for official New York demonstration of compatible color TV. *Page 54.*

STATIONS

Broadcasters protest International Boxing Club's edict against blow-by-blow accounts or re-creations of Marciano-LaStarza fight. *Page 58.*

Seven TV stations begin operations, highlighting B•T's weekly report of imminent TV station bows. *Page 64.*

NETWORKS

NBC splits advertising and promotion departments between radio and TV. *Page 68.*

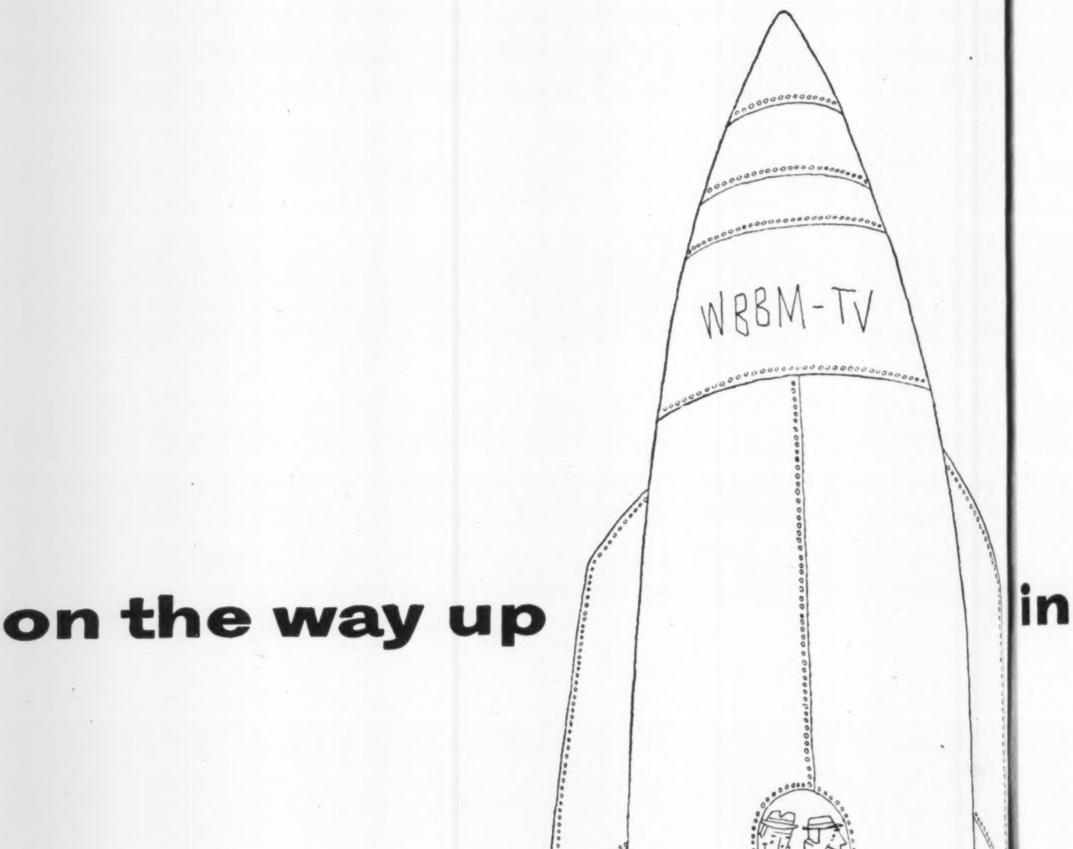
FEATURES

One hundred and ten reports of enduring worth: A summary of B•T articles published since Jan. 1 and having particular reference value. *Page 77.*

INTERNATIONAL

Canadian TV stations report increased business for fall. *Page 102.*

on the way up **in**



in chicago ?

You can get there quicker on WBBM-TV.

For that's where audience history is being made. Take a look at WBBM-TV's progress during the last six months, for example.

Today . . .

8 of Chicago's "top 10" nighttime TV shows are WBBM-TV shows. (Six months ago there were only 5.)

12 of Chicago's "top 15" nighttime shows are WBBM-TV shows. (Six months ago there were only 9.)

6 of Chicago's "top 10" across-the-board daytime TV shows are now WBBM-TV shows. (Six months ago there was only 1.)

WBBM-TV is now top-rated in 164 week-long quarter-hour periods . . . leading all other Chicago stations. (Six months ago we were a poor second with 104.)

In Chicago . . . *Show*manship changes things—*for the better*. The fastest way to make your sales curve soar in the nation's second market is to give your product a ride on . . .

WBBM-TV *chicago's showmanship television station*

CHANNEL 2 CHICAGO

Source: Telepulse of Chicago (Aug., 1953)

Things have changed in ARKANSAS, too!

Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's—*276.9% ahead of ten years ago!**

The Arkansas radio picture is different, too. You can now cover almost *all* the State with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

'Three Lives' Sales Soar; Ziv Totals Double 1952

ZIV Television Programs Inc.'s latest program, *I Led Three Lives*, being released next week, already is sold in more markets than carry any of network TV's 10 top-rated shows, M. J. Rifkin, Ziv TV sales vice president, announced Friday. As of that time, he reported, show had been sold in 94 markets, as against 79 which carry top-rated *I Love Lucy* on CBS-TV and Groucho Marx on NBC-TV.

Mr. Rifkin said Ziv TV business for first eight months of 1953 more than doubled that of same period last year.

DuMont Announces Changes In Sales, Other Departments

PROMOTION of Charles E. Spicer to sales operations manager of Television Transmitter Div., Allen B. DuMont Labs, in addition to continuing as manager of Sales Engineering Dept., announced over weekend as part of expansion and realignment of division. New DuMont TV transmitter sales engineers and their former posts are:

Robert B. Bollen, engineering supervisor, WDTV (TV) Pittsburgh; Felix D. Bonvouloir, chief engineer, WAAB Worcester; Lyle O. Keys, Philco engineer specializing in long-range microwave installations; Frank Klimowski, maintenance supervisor, Stavid Engineering Co.; Lawrence Litchfield, DuMont research engineer; W. K. Terrell, engineering supervisor, WABD (TV) New York; Norman C. Ritter, engineer, Keith Electric Construction Co., Des Moines.

Additional personnel to be announced.

Morris A. Mayers, educational TV equipment consultant for Transmitter Div., named engineering consultant on closed circuit TV applications for DuMont TV Network.

Stephen Pozgay, sales representative, has resigned to become manager of WNAM-TV Appleton, Wis.

Sales representatives Kenneth Petersen and Vernon Russell will service New England and southwestern areas, respectively.

NARTB District 16 Hits Title Bout Broadcast Curb

MARCIANO - LaSTARZA fightcast issue (wherein International Boxing Club refuses rebroadcasting or re-creating of title bout—early story page 58) prompted protest resolution from NARTB District 16 meeting in Los Angeles Friday. Group "deplored" discriminatory practices and urged wire services to furnish full coverage to radio and television stations.

District 16 also drafted resolution opposing proposals of foreign radio-TV stations on U. S. border for establishment of studios or program origination points within U. S.

Sokolsky Gets Medal

GEORGE E. SOKOLSKY, news commentator for ABC radio and syndicated columnist, presented with Gold Medal for Good Citizenship from Sons of the American Revolution in special Constitution Day observance in New York.

INTERIM GRANT

IN PRECEDENT action, FCC waived rules Friday and granted vhf Ch. 12 at Shreveport, La., to Interim TV Corp., cooperative venture of three competing applicants for that channel, pending completion of comparative hearing now in final stages. Purpose is to afford early TV there, with winner in Ch. 12 contest taking over operation [B•T, Aug. 31]. Contestants participating are KRMD, Shreveport TV Co. and Southland TV Co. Interim TV Corp. was granted ERP of 30.9 kw visual, 15.5 kw aural with antenna height above average terrain 240 ft. FCC reserved right to revoke interim CP at any time, ordered it will be valid no longer than 10 days after regular permit is issued to winning applicant.

WTAR Celebrates 30th Year With Switchover to CBS

WTAR-AM-FM-TV Norfolk, Va., today (Mon.) celebrates its 30th year of broadcasting —and its affiliation with CBS last Saturday.

Climax of 30th anniversary and affiliation switchover — *Norfolk Virginian-Pilot* and *Ledger-Dispatch* stations gave up a 19-year NBC affiliation when they switched to CBS [B•T, May 25]—will be Ed Sullivan-emceed *Toast to WTAR*, 8:30-9:30 p.m., next Friday.

Dr. Frank Stanton, CBS president, will address about 400 Norfolk area businessmen and civic leaders at luncheon preceding big show. Expected to be in audience are FCC Chairman Rosel H. Hyde; Sen. Harry F. Byrd (D-Va.); Jack Van Volkenburg, CBS-TV president; Adrian Murphy, CBS Radio president; and Herbert Ackerberg, William Schudt, John Karol, William Hyland and William Lodge, CBS vice presidents.

WGN-TV Rate Boost

WGN-TV Chicago has announced 10% increase in basic advertising charges effective Oct. 1, concurrent with 300% increase in effective radiated power. Basic rate under rate card No. 12 for one hour of Class A time will be jumped from $1,200 to $1,320, with proportionate increases in all program, announcement and participating program charges, according to Ted Weber, WGN-TV sales manager. Present advertisers (or those who buy before Oct. 1) will be protected against boost until April 1, 1954.

NBC Film Division Meets

NBC FILM Division concluded three-day meeting in New York Friday with discussion centering around plans for advertising, merchandising and promotion campaign designed to sell division's films and to assist local sponsors. Similar conferences will be held in Chicago for three days, starting tomorrow (Tues.) and in Hollywood, Sept. 28-30. Addressing conference in New York were John B. Cron, manager of Film Division; Jay H. Smolen, division advertising manager, and Ted Kaufman and Harold Newman of Grey Adv., N. Y., who helped develop campaign.

• BUSINESS BRIEFLY

SATURATION CAMPAIGN • General Foods (Instant Maxwell House coffee), N. Y., placing radio spot saturation campaign for two days in about 20 markets. Saturation plan calls for as many as 50 to 200 spots per day, depending upon market. In this campaign, Los Angeles will carry 200 spots per day on Oct. 1 and 2. Benton & Bowles, N. Y., is agency.

TALES ON FILM • *Tales of Tomorrow*, George Foley package, will be filmed in color for series of 26 weeks with emphasis on dramatic format instead of outer space. Program had been sponsored live by Westinghouse for two years.

UNIVERSAL PICTURES SPOTS • Universal Pictures Inc., for its newest movie, "All American," placing one-minute and 20-second radio spot campaign preceding local or network football games. Agency also querying stations on whether they will allow "the local sportcaster or personality to handle live commercials at no extra cost." Campaign runs at varying dates in cities when the movie is presented but most schedules call for Sept. 26-27, Oct. 3-4 and Oct. 10-11. Cunningham & Walsh, N. Y., is agency.

CHEVROLET CAMPAIGN • Campbell-Ewald, Detroit, preparing radio spot announcement campaign to be launched Sept. 28 for Chevrolet.

NEW PERTUSSIN AGENCY • Seeck & Kade (Pertussin), N. Y., for many years associated with Erwin, Wasey & Co., N. Y., is naming McCann-Erickson, N. Y., to handle its advertising, effective immediately. Latter agency is placing radio spot announcement campaign in about 75 markets to start Oct. 5 for 26 weeks. Television spot campaign also is contemplated, with number of markets still undecided.

ANACONDA SHOW • Anaconda Copper Mining Co., N. Y., through Kenyon & Eckhardt, N. Y., understood to be in market for television show to start later this year.

CRANBERRY DRIVE • National Cranberry Assn., through Harry M. Frost, Boston, preparing annual radio spot campaign in Middle West, to be launched at various times this week.

CARNATION LOOKING • Carnation Evaporated Milk, through Erwin, Wasey & Co., understood to be looking for radio daytime serial strip.

Radio 'Complete' Medium

RADIO was described as "a whole or complete advertising medium" despite advent of television by William B. Ryan, BAB president, in speech prepared for delivery today (Monday) before final BMI clinic of season in Toronto. He told members of Canadian Assn. of Broadcasters that radio has grown in audience size and time sales in recent years, and instead of giving way to television, has "simply moved over to make room for a worthy, new, but separate ally."

GET ON THE BANDWAGON!
SPeeDy
Speedy's STAR PARADE

Join SPeeDy's "Star Parade", the new Fall and Winter promotion of WSPD—radio. Your product can be identified with such national and local personalities as Ginger Rogers, Bernie Young, Dick Powell, Lea Knight, Don John Ross, Peggy Lee, Gene Dickey, Tony Martin and Bill Charles, as SPeeDy's "Star Parade" marches into over 339,000 radio homes in Northwestern Ohio and Southern Michigan.

Advertisers will enjoy the benefits of window banners at point of sale, shelf talkers with product identification, inclusion in SPeeDy's "Family News", (going to over 1,000 buyers within WSPD's radio coverage area), and personal calls by the Merchandising Department on all Toledo buyers. Take full advantage of WSPD's expanded merchandising and promotion services to acquaint buyers and consumers alike with the tremendous advertising support behind your product.

Full details on SPeeDy's "Star Parade" can be obtained from your nearest Katz Agency or by calling Adams 3175 in Toledo.

WSPD

5000 WATTS
TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Home-Built Station Gets Proposed Grant; Other Actions

THREE-man, $26,000 home-built TV station on uhf Ch. 30 at San Bernardino, Calif., is proposed to be granted by FCC Hearing Examiner William G. Butts in initial decision issued Friday favoring bid of Orange Belt Telecasters, owned by Hal R. Heywood and associates. Examiner questioned whether $56,000 annual operation cost is realistic in view of film costs, but felt programs have good chance of sponsorship in market without established vhf or uhf competition.

Poller Asks FCC Dismiss Philadelphia Bid

LOU POLLER, chief owner of WCAN-TV Milwaukee on uhf Ch. 25, petitioned FCC Friday to dismiss his uhf Ch. 23 bid at Philadelphia, which would leave free for action competitive bid of WIBG there. R. F. Schoonover asks dismissal of his uhf Ch. 42 application at Topeka, leaving free application of Alf M. Landon (WREN). Knight Newspapers gives up uhf Ch. 62 bid at Detroit, leaving in contest UAW-CIO Bcstg. Corp. of Mich. and WEXL Royal Oak, Mich.

Addition of Hatfield Ch. 9 Made Final

ADDITION of vhf Ch. 9 at Hatfield, Ind., upon request of 11-mile distant WVJS Owensboro, Ky., was made final by FCC Friday. WVJS promptly filed application for new TV station on Ch. 9 and surrendered construction permit for WVJS-TV assigned uhf Ch. 14 at Owensboro. Ch. 14 CP was issued last month [B•T, Aug. 24].

KSOX Petition for Rehearing Denied

PETITION of KSOX Harlingen, Tex., for rehearing on Commission's Aug. 11 order rescinding authority for Harlingen station to operate non-directionally with 50 kw daytime was denied by FCC Friday. Station is at present under orders to return to directional operation, although Commission has stayed effectiveness of its revocation for 10 days pending outcome of court appeals.

Appeal to U. S. Court of Appeals in Washington was taken by Roy Hofheinz two weeks ago [B•T, Sept. 14]. Last week, WCKY Cincinnati—station which alleges KSOX non-directional 50 kw daytime operation would cause interference—filed three pleadings with court. It filed a motion to dismiss appeal, an opposition to grant of stay order and notice of its intention to intervene.

155 ABC-TV Affiliates

FOUR NEW TV stations have joined ABC-TV as affiliates, raising total number of outlets to 155, Alfred R. Beckman, national director of ABC's radio and TV station relations departments, announced Friday. New affiliates are:

WTOV-TV Norfolk (Ch. 27), which is owned by Commonwealth Bcstg. Corp., with Robert Wasdon as general manager, effective Oct. 15; WICS (TV) Springfield, Ill. (Ch. 20), which is owned by Plains TV Corp., with Milton D. Friedland as general manager, effective Oct. 1; WARM-TV Scranton (Ch. 16), which is owned by Union Bcstg. Co., with William M. Dawson as general manager, effective Dec. 1, and KTAG (TV) Lake Charles, La. (Ch. 25), which is owned by KTAG-TV Inc., with B. Hillman Bailey Jr. as general manager, effective Oct. 15.

NBC SPOT BILLINGS

NBC Spot Sales racked up record-breaking billings exceeding $2 million in period from Sept. 14-18, Thomas B. McFadden, NBC director of spot sales, reported in announcement prepared for release today (Mon.). In five-week period ending last Friday, Mr. McFadden added, NBC Spot Sales established record-smashing $6½ million in new and renewed business. Clients were said to include American Tobacco Co., Colgate-Palmolive-Peet Co., B. T. Babbitt Co., Miles Labs. and Procter & Gamble.

Ludgin Heads AAAA; Other Changes Announced

ELECTION of Earle Ludgin, president of Earle Ludgin & Co., Chicago, as chairman of board of American Assn. of Advertising Agencies, succeeding the late Henry M. Stevens of J. Walter Thompson Co., N. Y. [B•T, Aug. 17], was announced Friday.

Other changes announced were election of William R. Baker Jr., chairman of board of Benton & Bowles Inc., N. Y., and AAAA director-at-large and member of operations committee, as vice chairman; Clifford L. Fitzgerald, chairman of board of Dancer-Fitzgerald-Sample Inc., N. Y., and AAAA director-at-large, to operations committee, and James M. Cecil, president of Cecil & Presbrey Inc., to AAAA board as director-at-large.

CBS-TV Signs Six

SIGNING of six new CBS-TV affiliates announced by network Friday:

KGGM-TV Albuquerque (Ch. 13), owned by New Mexico Broadcasting Co., with A. H. Hebenstreit as general manager, joins network Sept. 27 replacing KOB-TV Albuquerque as primary affiliate in area; WPFA-TV Pensacola (Ch. 15), owned by WPFA-TV Inc. with F. E. Busby as general manager, joined Aug. 30 as secondary non-interconnected affiliate; KZTV (TV) Reno (Ch. 8), owned by Nevada Radio-Television Inc. with Harry Huey as general manager, joined Sept. 15 as primary non-interconnected affiliate; WTSK-TV Knoxville (Ch. 26), owned by Television Services of Knoxville Inc. with Harold B. Rothrock as general manager, to join Oct. 1 as secondary non-interconnected affiliate; KTAG (TV) Lake Charles, La. (Ch. 25), owned by KTAG-TV Inc. with B. Hillman Bailey Jr. as general manager, joins Nov. 15 as primary non-interconnected affiliate; WSTV-TV Steubenville, Ohio (Ch. 9), owned by WSTV-TV Inc. with John J. Laux as general manager, joins Dec. 1 as primary interconnected affiliate.

UPCOMING

Sept. 21-22: NARTB Dist. 14 meeting, Challenger Inn, Sun Valley, Idaho.

Sept. 21-23: Assn. of National Advertisers, convention, Hotel Drake, Chicago.

Sept. 23-24: NARTB Dist. 10 meeting, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: NARTB Dist. 11 meeting, Radisson Hotel, Minneapolis.

For other Upcomings see page 123

PEOPLE

ROBERT D. WOLFE, vice president of Kenyon & Eckhardt, Hollywood, named volunteer coordinator of American Cancer Society with radio, TV and motion picture industry on West Coast. **JO DICKIE,** who formerly operated own public relations agency in Hollywood, appointed to ACS staff in Los Angeles to handle liaison work with radio, TV and motion picture industry.

B. T. Babbitt Inc. N. Y. (BAB-O), appoints **JOHN WOOLLEY** national field sales manager and **JOHN E. PHILLIPS** advertising manager. Mr. Woolley has been with company since 1935. Mr. Phillips formerly was assistant advertising manager of H. J. Heinz Co.

WILLIAM A. J. LAUTEN, former business publicity manager for NBC, to Roy S. Durstine Inc., N. Y., as member of public relations staff.

WILLIAM J. STUBBS, account executive with Liller, Neal & Battle, Atlanta, named account executive for television in Atlanta office of Free & Peters, station representatives. **JAMES L. WADE,** in charge of firm's Atlanta office, will concentrate on radio.

HENRY (HANK) WILSON, public relations director of WOR-AM-TV New York, has resigned post, effective Wednesday, to accept position as public relations director of rehabilitation center in Greenfield, N. H.

CHARLES BROOKS, head of traffic department, Benton & Bowles, N. Y., named production manager, succeeding Walter Bodt, who joins Walker Engraving Corp. **JACK BERRY,** senior traffic man, promoted to manager of traffic department.

Evans to Direct Radio & TV Clinic

JACOB A. EVANS, NBC-TV director of advertising and promotion, will direct radio and television clinic of advertising and selling course to be conducted in February by Advertising Club of New York. Serving as leaders at six meetings will be: Sylvester L. (Pat) Weaver, NBC vice chairman; John Reber, vice president in charge of radio and TV, J. Walter Thompson Co., N. Y.; Don L. Kearney, national sales manager, ABC Film Syndication Division; James Tyler, director of advertising, MBS; John Cowden, operations director, advertising and sales promotion, CBS-TV; Norman Glenn, vice president in charge of broadcast plans, Doherty, Clifford, Steers & Shenfield, N. Y., and Ted Cott, vice president, NBC.

WHEC Names Bannan

WHEC Rochester, N. Y., has appointed Bertha Bannan its representative in New England, LeMoine C. Wheeler, WHEC general sales manager, has announced. Everett-McKinney Inc. remains the CBS-affiliated station's representative for rest of U. S.

TPA Sales Clinic

WEEK-LONG sales clinic and conference, ending Friday, was held in New York for entire sales organization of newly-formed Television Programs of America, TV film and production firm [B•T, Sept. 7]. Executive Vice President Michael M. Sillerman also reported that company has acquired distribution rights to half-hour *Ramar of the Jungle* filmed series.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

A NEW PARTICIPATING PROGRAM!

"History Marks the Date"

8:15-8:30 a.m.
MONDAY
thru
FRIDAY

★

Here's WSAZ's oldest Telephone Quiz Show in prime morning time . . . NOW AVAILABLE for participating minutes—They won't last long with a . . . . .

17.3 HOOPER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

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OHIO
WEST VIRGINIA
KENTUCKY

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

Advertisers & Agencies 31
At Deadline 9
Closed Circuit 5
Editorial 124
Education 105
Facts & Figures 40
Feature Section 77
Film 32
For the Record 113
Government 48
In Review 18
International 102
Lead Story 29
Manufacturing 76
Networks 68
On All Accounts 26
Open Mike 14
Our Respects 24
People 94
Programs & Promotion 90
Program Services 46
Sarnoff Address 108
Stations 58
Trade Associations 34

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Sol Taishoff, *Editor and Publisher*

EDITORIAL: Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Ruth Barker, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb, Dorothy Janzen; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

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CIRCULATION & READERS' SERVICE: John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK: 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO: 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD: Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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New Pressure Microphone

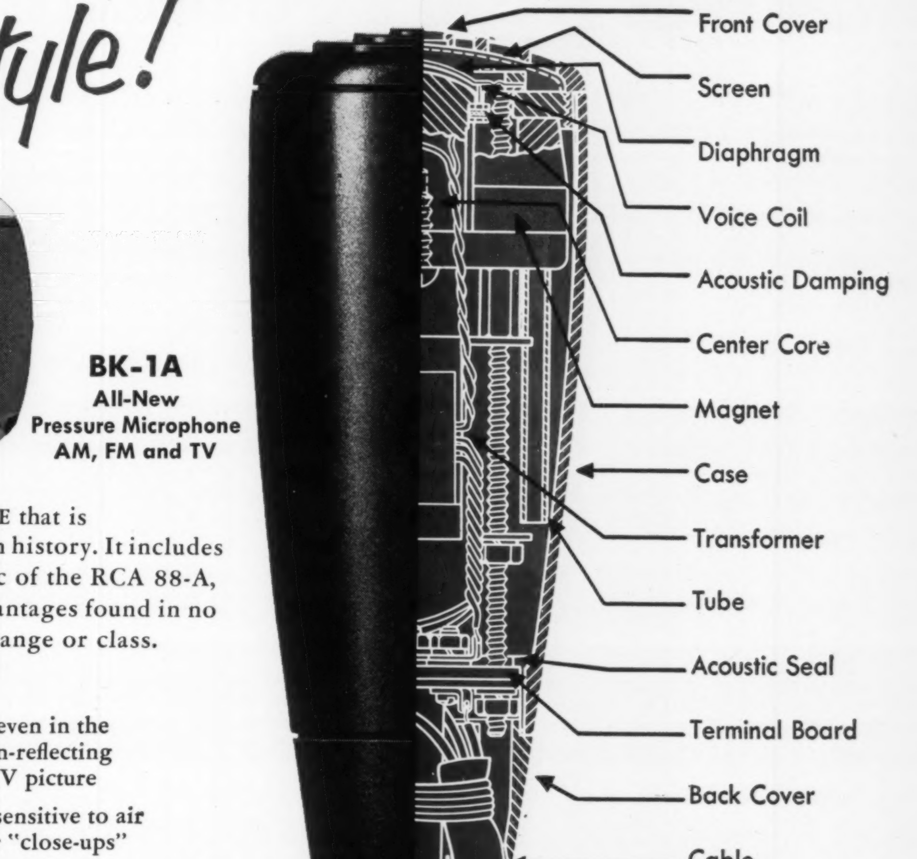
TV style!

BK-1A
All-New
Pressure Microphone
AM, FM and TV

THIS IS THE NEW MICROPHONE that is making broadcast and television history. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class. Check the facts!

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups"
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source
- Type BK-1A has uniform response over the essential audio range
- Type BK-1A can be used in any kind of weather
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands)
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable)

For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative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Voice Coil
Acoustic Damping
Center Core
Magnet
Case
Transformer
Tube
Acoustic Seal
Terminal Board
Back Cover
Cable
Ball & Socket Swivel
Stand
Retaining Washer
Thumb Screw
Cushion
IMMEDIATE DELIVERY

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

A Capital Offense

EDITOR:

I am crusading about the editorial styling of the word "radio" and the word "TV."

First, let me say that BROADCASTING • TELECASTING is not unique in this matter, as all trade papers have just naturally fallen into the habit of styling radio in lower case and TV in capitals.

It is, of course, obvious that "TV" is an abbreviation of the word "television." It is equally true that the word "radio" does not lend itself to such an abbreviation. It is doubtful that the word "AM" would ever be accepted as a standard reference to the radio medium.

Nevertheless, regardless of the reasons behind such editorial styling, the fact remains that psychologically there is emphasis placed on the capitals "TV" to the detriment of "radio." This I feel is most discriminatory.

It has been argued that, inasmuch as this is an abbreviation, it is perfectly proper—just as FCC, NARTB, BAB, etc., are capitalized—and yet I submit that none of these latter are in competition for the advertiser's dollar and that we cannot hide our heads in the sand by saying that RADIO and TV do not compete. Let's face it—they do!

My suggestion is either to bring radio up to capitals or reduce TV to lower case. (This, of course, does not apply to headlines.) . . .

Inasmuch as you are the positive and acknowledged leader in the broadcasting and telecasting industry, I should like to see you take the lead in establishing equity between the two media.

Robert R. Tincher
Vice Pres. & Gen. Mgr.
WNAX Yankton, S. D.

[EDITOR'S NOTE: Mr. Tincher is not alone in his objections to what B•T's editors agree has been an inconsistency in capitalization. Effective next issue, B•T will adopt the uniform style of writing "radio" and "television" and their various abbreviations (am, fm, tv) in lower case (except in headlines). Thanks to Mr. Tincher and to others who have written on the same subject for their constructive suggestions.]

Provocative

EDITOR:

Will you please send us two copies of BROADCASTING • TELECASTING features for Aug. 31? . . .

The article on merchandising aids from TV stations and networks prepared by [Kenyon & Eckhardt] is very provocative in our opinion.

Howard W. Wilson
Merchandising Manager
Tatham-Laird Inc.
Chicago

[EDITOR'S NOTE: Extra copies have been dispatched.]

Chattanooga's Channel 12

EDITOR:

On page 11 of the Sept. 7 issue of B•T there is an article [in which] the following sentence appears: "Still awaiting hearing date are vhf Ch. 12 applicants WDEF, Southern Television Inc. (composed of local theatre interests) and Tri-State Television Inc. (composed of local businessmen)."

Your article implies, I believe, that Southern Television Inc. consists only of local theatre interests. . . . In the interest of accuracy I am listing below all of our stockholders and their major business interests:

Moses Lebovitz, theatre; Z. Cartter Patten, property management of own real estate; J. Burton Seagle, general contractor; John Martin, general contractor; Felix Diamond, insurance and real estate; W. C. Hudlow Jr., transfer, storage and warehousing company; Manual Russ, paving contractor; Joel Solomon, theatre.

Tri-State Telecasting Co. has among its stockholders the owners of WAGC here in Chattanooga. The article implies, however, that Tri-State is the only applicant for Ch. 12 which has no connection (through the business interests of stockholders) with the operation of radio stations or theatres here. . . .

Moses Lebovitz
President
Southern Television Inc.
Chattanooga

Reprints

EDITOR:

KINDLY WIRE YOUR PERMISSION TO REPRINT IN TOTO COPY OF YOUR GREAT ARTICLE LAST ISSUE [Sept. 7] ON BROWN-DUNKIN. . . .

WILLIAM B. WAY
GENERAL MANAGER
KVOO TULSA

EDITOR:

I was most interested in the story on Brown-Dunkin's radio schedule in your Sept. 7 issue. Would it be possible to get . . . reprints?

Louis Read
Commercial Manager
WDSU New Orleans

EDITOR:

I READ WITH INTEREST AND WAS EXTREMELY IMPRESSED BY YOUR ARTICLE "360 SPOTS A WEEK" APPEARING IN YOUR SEPT. 7 ISSUE. THIS TYPE OF INFORMATION IS INVALUABLE AMMUNITION WITH WHICH TO HIT A TYPICAL DEPARTMENT STORE MANAGER WHOSE APATHY TOWARDS RADIO IS WELL KNOWN.

WOULD YOU PLEASE SEND ME SIX COPIES OF THIS ARTICLE.

W. D. WHITAKER
SALES MANAGER
CHML HAMILTON, ONT.

[EDITOR'S NOTE: Permission to reprint has been granted Mr. Way and copies of the article sent to Messrs. Read and Whitaker.]

Con and Pro

EDITOR:

I presume I should be terribly disturbed by your article in the Sept. 7 issue of BROADCASTING • TELECASTING ["Newspapers Are Wonderful"].

The way to help the radio industry and the television industry is not by seeking to discredit research done at a university without commercial sponsorship. You know that and you knew that you didn't have an adequate and correct answer for these findings. In the absence of any definite proof to contradict this research you took a very nasty and very childish way of attempting, by weasel words and crooked implications, to show that nothing done by students under the direction of a man who has been doing fairly creditable research for 30 years, could be honest. . . .

Charles L. Allen
Assistant Dean & Director
of Research
Medill School of Journalism
Northwestern U.
Evanston, Ill.

EDITOR:

Back at the desk, and I'm sitting here reading your very excellent story of the "survey" under the title "Newspapers Are Wonderful."

An especially large orchid to you.

Harold E. Fellows
President, NARTB
Washington, D. C.

Hadacol's "New" Plan

EDITOR:

I noticed in the Sept. 7 issue an article dealing with a new Hadacol advertising plan for radio stations.

Perhaps others in the radio field would like to hear of the results obtained under this new Hadacol advertising plan by our radio stations. We entered into this agreement with . . . Hadacol and carried their advertising schedule for three months on four radio stations during which time we received no compensation whatsoever for three of four stations. We did receive a single check for one of our stations after a prolonged and bitter quarrel with the Hadacol organization.

This is the second time we have been burned by Hadacol. Never again will they advertise over any of our stations except at card rate with payment in advance.

Cecil W. Roberts
Midwest Broadcasting System
Bloomington, Ill.

NAFBRAT Heard From

EDITOR:

I have just returned from summer vacation and was deeply shocked at the editorial in the July 27 issue of your magazine entitled "Roll Call of the Broadcast-Baiters." I was especially regretful that a publication which is widely regarded as representing the broadcast industry point of view should engage in an attack, which is almost scurrilous, against the National Assn. for Better Radio and Television, and the people who have become associated with us . . .

You imply that NAFBRAT and the individuals you name are in some unexplained way guilty of horrendous activities against the best interests of broadcasters, an implication contrary to fact . . .

If you had bothered to consult the record, you would have found that it is not the purpose of NAFBRAT to be "Broadcast-Baiters" or otherwise antagonistic to the best interests of broadcasters, but rather to strive for the improvement of radio and television in the interest of the listening audience (the "public interest," if you will), by cooperation with broadcasters, sponsors and networks, through constructive criticism as well as constructive listener support of broadcasters' efforts to improve programs as well as objective criticism of programming honestly felt to be harmful. Indeed, in singling out NAFBRAT's criticism of so-called horror programs for condemnation you do grave injustice to the broadcasting industry's own criticism of such programming as set forth in the NARTB Code . . .

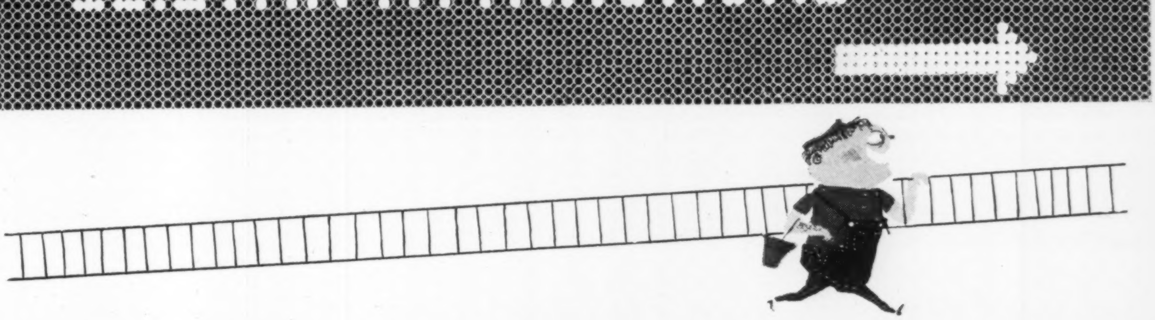
I am sure that intelligent commercial broadcasters do not share your implications that their interests and NAFBRAT's purposes are antagonistic to each other. That implication would belie the express statements in the NARTB code that "viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters." In almost every one of the "Aims and Purposes" of NAFBRAT you will find that NAFBRAT does exactly what broadcasters state they welcome, with the ultimate purpose of offering "radio and television stations community cooperation in the furtherance of their operation in the public interest . . ."

Mrs. Clara S. Logan, President
National Assn. for Better
Radio and Television
Los Angeles

[EDITOR'S NOTE: As the editorial pointed out, the "Aims and Purposes" of NAFBRAT are praiseworthy, but not, in the opinion of B•T's editors, always carried out.]

NBC LEADERSHIP

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVICE
11. NEW BUSINESS
12. STAR ATTRACTIONS



XUM

–NBC IS AMERICAS

***M**ore of the great names in show business are regular performers on NBC Television than on any other television network. This galaxy of stars and the high professional standards of NBC programs are pre-eminent reasons why*

NBC is America's No. 1 Network.

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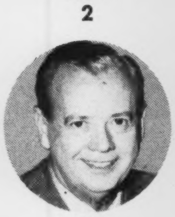
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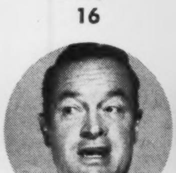
30

31

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33

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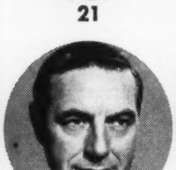
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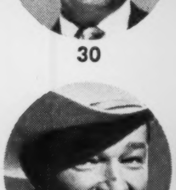
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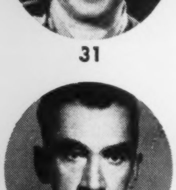
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46

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XUM

S NO.1 NETWORK—

1 Bud Abbott
2 Fred Allen
3 Fran Allison
4 Tommy Bartlett
5 Howard Barlow
6 William Bendix
7 Red Benson
8 Milton Berle
9 Alan Bunce
10 Sid Caesar
11 Eddie Cantor
12 Sarah Churchill
13 Imogene Coca
14 Fred Coe
15 Dorothy Collins
16 Ted Collins
17 Bob Considine
18 Lou Costello
19 Wally Cox
20 Joan Davis
21 Dennis Day
22 James Durante
23 Ralph Edwards
24 Charles Farrell
25 Eddie Fisher
26 Dave Garroway
27 Walter Greaza
28 Gabby Hayes
29 Sonia Henie
30 Bob Hope
31 Frances Horwich
32 Jerry Lewis
33 Max Liebman
34 Peg Lynch
35 Ted Mack
36 Dean Martin
37 Groucho Marx
38 Burgess Meredith
39 Ethel Merman
40 Robert Montgomery
41 Donald O'Connor
42 Ezio Pinza
43 Martha Raye
44 Roy Rogers
45 Robert E. Sherwood
46 Dinah Shore
47 Bob Smith
48 Kate Smith
49 Mark Stevens
50 Gale Storm
51 John Cameron Swayze
52 Burr Tillstrom
53 Arturo Toscanini
54 Jack Webb
55 Paul Winchell
56 Loretta Young

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NBC TELEVISION

a service of Radio Corporation of America

in Oklahoma City
the television picture
is looking brighter...

K T V Q
TELEVISION

CHANNEL 25 OKLAHOMA CITY

on the air soon!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED CBS ABC DUMONT PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—
JOHN ESAU, *President*
or
H-R TELEVISION, INC.

NEW YORK 17, N. Y
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

IN REVIEW

MEET MR. McNUTLEY

Network: CBS-TV (63 stations) and CBS Radio (198 stations)
Time: Thurs., 8-8:30 p.m. EDT (TV), 9-9:30 p.m. (radio)
Star: Ray Milland
Producers-writers: Joe Connelly & Bob Mosher
Sponsor: General Electric
Filmed by MCA TV
Cast: Phyllis Avery, Minerva Urecal, Gordon Jones
Commercials: Kathie Norris

THAT old rib-tickler, the absent-minded professor, is the subject to which General Electric and CBS, Radio and TV, have applied the talents of Ray Milland and a cast of types not altogether unlike those of NBC-TV's *Mr. Peepers.* There is Phyllis Avery, who as Mr. McNutley's indulgent wife, Peggy, ministers to her mate's missing memory. There is Gordon Jones, who as Petey, the family friend, gives the helpless professor well-meant advice which only complicates the Milland imbroglios. And there is Minerva Urecal, who as J. (for Josephine) R. Bradley, dean of Lynnhaven College for Women, loosens shrill invective at every misstep by the mild-mannered Mr. McNutley.

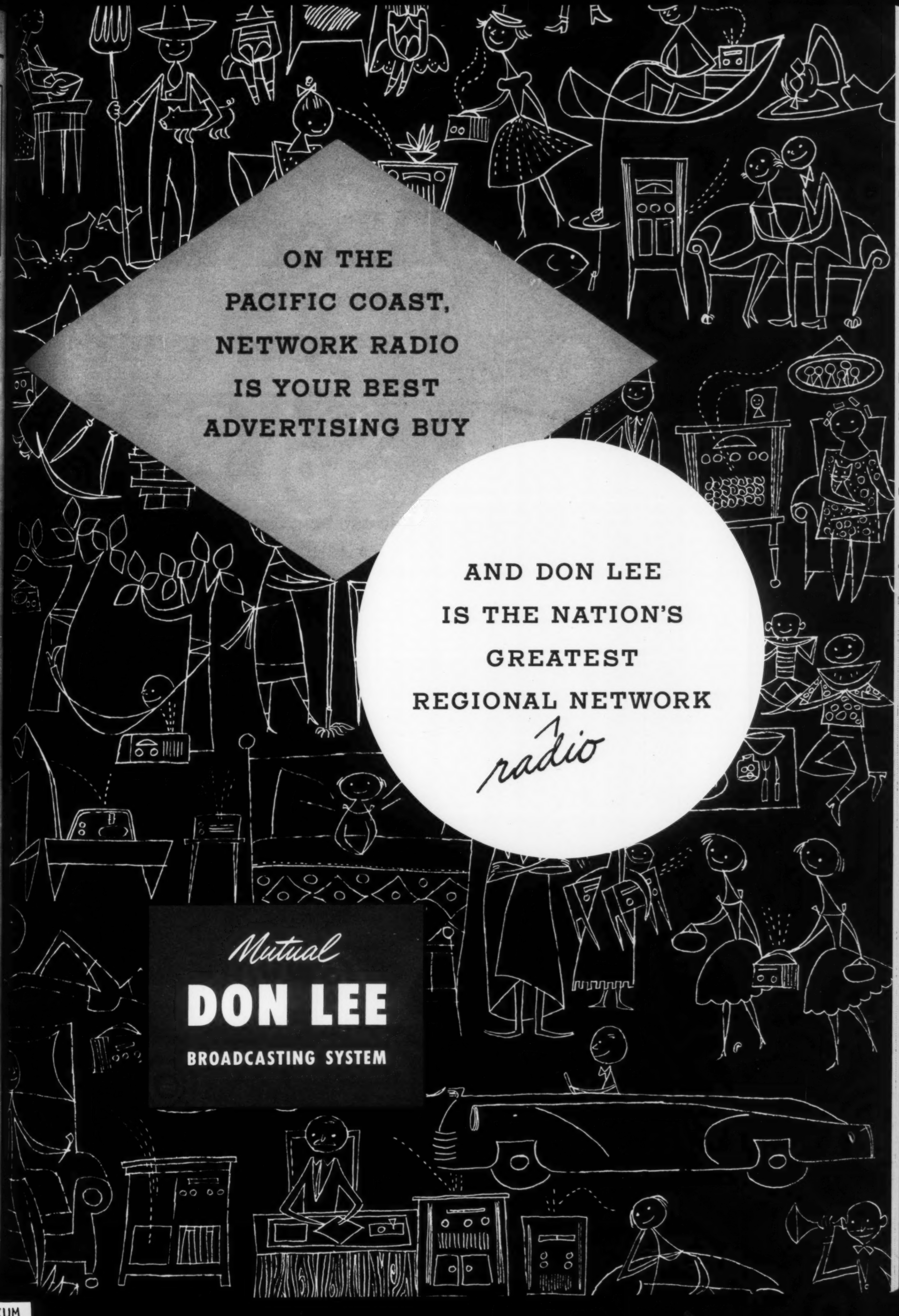
The virago dean summons the bumbling Mr. McNutley from reading Poe to his class to order him to make room in his household for a new female faculty member arriving Saturday. Mr. McNutley promptly forgets this chore and goes duck-hunting with Petey on the appointed day. Miss Harrison arrives and the welcoming honors are thrust upon Peggy, who receives her, then goes shopping.

RAY MILLAND
Old subject, new show

After the professor and Petey tumble each other into the water in an Abbott & Costello sequence, Mr. McNutley arrives home ready to take a bath at the same time his forgotten guest prepares to do the same. After an interminable period of wandering in and out of rooms and never seeing each other, but each gradually becoming aware of the other's presence, the two converge on the bathroom.

Miss Harrison wins and the professor sees (through the keyhole) a strange woman in his bath and with Petey's help summons the police. The protesting guest is carried away, Peggy returns from shopping and after several more events the awful truth dawns on Mr. McNutley; whereupon the domineering lady dean and the indignant guest arrive and exact just retribution. The professor is saved from being fired because his soon-to-be-published book will bring honors to Lynnhaven. The book's subject: How to aid failing memory.

Mr. Milland walls his eyes in his agonized



ON THE
PACIFIC COAST,
NETWORK RADIO
IS YOUR BEST
ADVERTISING BUY

AND DON LEE
IS THE NATION'S
GREATEST
REGIONAL NETWORK
radio

Mutual
DON LEE
BROADCASTING SYSTEM

NO OTHER
ADVERTISING MEDIUM
SELLS AS MANY PACIFIC
COAST PEOPLE AT SUCH
LOW COST AS
DON LEE

DON LEE OFFERS MORE

MORE STATIONS—With 45 strategically located radio stations DON LEE offers maximum Pacific Coast penetration that no other medium can touch.

MORE ECONOMY—DON LEE delivers more sales impressions per dollar. Each of DON LEE's 45 stations was designed to give its market the most complete and efficient coverage at the lowest possible cost.

MORE FLEXIBILITY—With DON LEE you can tailor your selling to your distribution. Buy only as much coverage as you need — one market or the entire Pacific Coast.

MORE INFLUENCE—DON LEE can release your sales message from a local outlet in each of 45 important markets (21 of them where DON LEE has the ONLY network station). These stations are members of their communities, with strong local influence. You sell where the people live and buy.

That's why DON LEE consistently carries more regional Pacific Coast business than any other radio network. People who know the Pacific Coast best use...

The Nation's Greatest Regional Network

DON LEE

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by John Blair & Company

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SION,
Co., 38
282 pp.
WRITTE

"double-takes" of sudden remembrance of his boners as well as he did to portray desperation in "Lost Weekend" or craftiness in "The Thief." The others acquit themselves well. Although the "studio" audience recorded on the film's soundtrack seems to be having some wonderful laughs, the laughter sounds a bit strained during the duck hunt ducking and the warmed-over bathroom episode.

Pert and sincere Kathie Norris, who will handle commercials, delivered a couple of credible ones on the GE steam iron and on the advantages of the GE TV set's "mirror" viewing tube, although the latter, accompanied by diagrams, sort of bogged down in over-simplicity.

* * *

THE MUSIC SHOW

Network: DuMont TV
Time: Tuesday, 7:30-8 p.m. CDT
Producer: Jay Faraghan
Director: Lloyd Ellingwood
Musical Director: Bob Trendler
Audio & Video: Carlyle Stevens and Lewis James
Cast: Jackie Van, Mike Douglad, Eleanore Warner, Henri Noel, Bob Trendler and his orchestra and choral group.

IT is often contended that television, on the whole, has not yet arrived as a suitable medium for musical presentations, but there are exceptions—and it would seem that most of them are offered as sustaining time-fillers until a network comes along with something it regards as more substantial viewing fare.

Such a case in point is DuMont Television Network's *The Music Show,* which has been filling the airwaves out of Chicago in recent weeks. The word is out that this particular program is not long for the network. This is regrettable and unfortunate.

DuMont's *The Music Show* emanates from the studios of its Chicago affiliate, WGN-TV, and it would not be stretching the truth to say that it is in the best tradition of other local musical fare, notably WGN's *Chicago Theatre of the Air,* which is fed to MBS.

What DuMont has done in Chicago may seem heretical to New York or Hollywood producers but it is relatively simple and stems from a basic belief: The best way to do a musical show is to present music, devoid of any gimmicks or distraction, especially needless talk. The program is a music-lover's treat.

On last Tuesday's show, there were such favorites as "Ziguener," "A Room with a View," "The Old Devil Moon," a medley of "Mardi Gras" and "Daybreak," "Taking a Chance on Love," "Dancing in the Dark," "Give Me Something to Remember You By," "Louisiana Hayride" and "I Love Luisia." Entrusted to the care of singers Jackie Van, Mike Douglas, Eleanore Warner and Herni Hoel and Bob Trendler's orchestra, the selections emerged as relaxing musical fare.

What the program proved was that such talent need not be earthshakingly topnotch as long as production and direction are handled with skill and taste.

The Music Show is just that—and speaks for itself as well as Chicago concept of television.

BOOKS

PRODUCING & DIRECTING FOR TELEVISION, by Charles Adams. Henry Holt & Co., 383 Madison Ave., New York 17, N. Y. 282 pp. $3.95.

WRITTEN with the belief that behind every

This is Mr. W. Van White

Pontiac Dealer of Little Rock

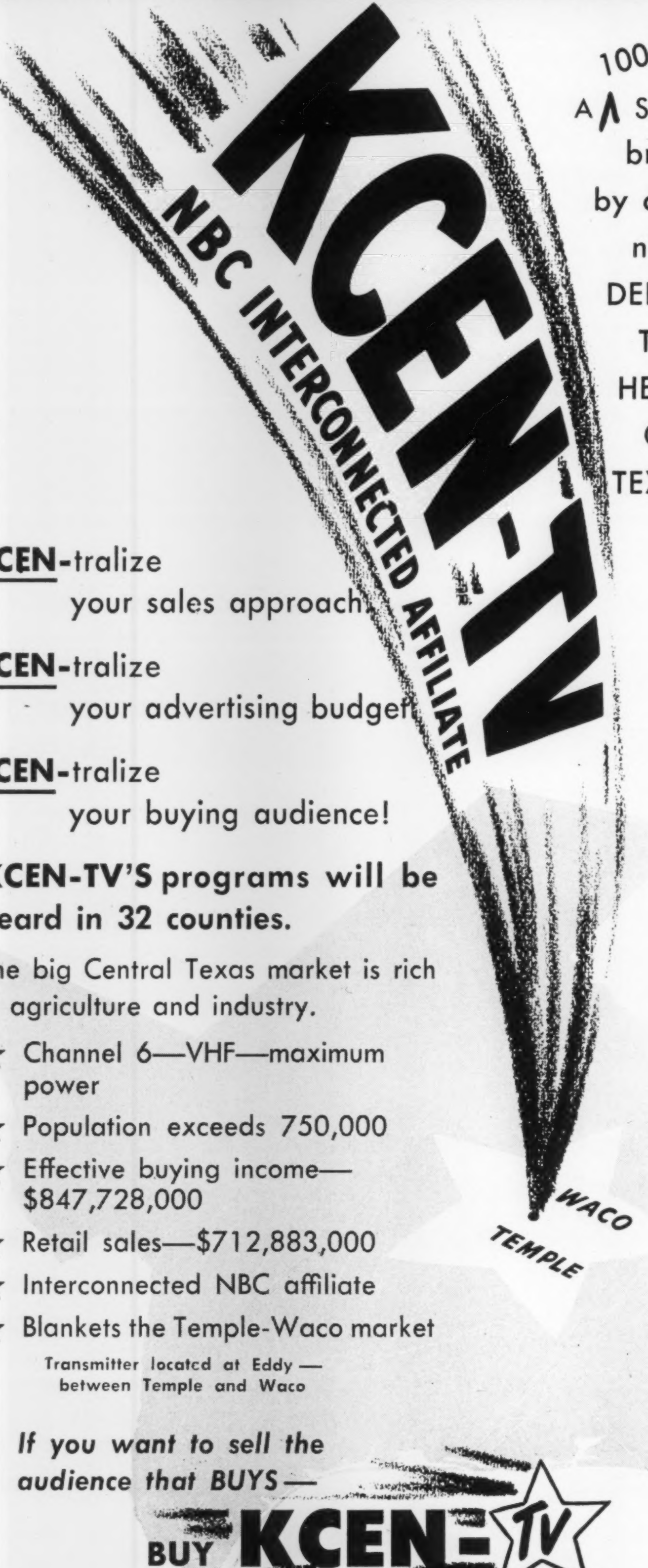
This is what he says

"Our sponsorship of Fulton Lewis, Jr.
over KXLR, Little Rock, has provided us with the
kind of prestige we want. I have
been gratified by the favorable comments,
as well as the actual showroom traffic developed.
My advertising money is well spent
in sponsorship of the program."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

A New Meteor on the Horizon of those who want their goods to SELL!



100,000 watt
A STAR that's bright by day or night DEEP IN THE HEART OF TEXAS!

K-CEN-tralize
your sales approach

K-CEN-tralize
your advertising budget

K-CEN-tralize
your buying audience!

KCEN-TV'S programs will be heard in 32 counties.

The big Central Texas market is rich in agriculture and industry.

- ★ Channel 6—VHF—maximum power
- ★ Population exceeds 750,000
- ★ Effective buying income—$847,728,000
- ★ Retail sales—$712,883,000
- ★ Interconnected NBC affiliate
- ★ Blankets the Temple-Waco market

Transmitter located at Eddy — between Temple and Waco

If you want to sell the audience that BUYS —

BUY KCEN-TV

TEMPLE, TEXAS CHANNEL 6

Owned and operated by the
Bell Publishing Company
George P. Hollingbery Co.
National Representatives

On the air — November 1, 1953

successful television program and every solvent TV network there must be, first of all, a good deal of showmanship, Charles Adams in his book takes embryo television personnel through nearly all the production phases of the medium. He discusses the areas in which the producer and director must work—the TV station itself, its facilities, personnel, equipment and special effects. Then Mr. Adams outlines various types of TV programs and, next, what goes into TV production and direction. Many illustrations throughout the book are helpful in showing such elements as proper picture composition, marked scripts and what different kinds of equipment look like. The function of the advertising agency, programming for the local station, and budget and cost control are other facets of the industry Mr. Adams covers.

* * *

THE TECHNIQUES OF FILM EDITING: Basic Principles for TV, by Karel Reisz and others. Farrar, Strauss & Young, 101 Fifth Ave., New York 3, N. Y. 288 pp. $7.50.

WITH meticulous care, Karel Reisz, with the guidance of ten members of the British Film Academy, has written a book that should be helpful to both experienced and novice TV film editors. It is devoted less to theory and more to practical examples which are analyzed by the very experts who edited the films under discussion. The volume, divided into three major parts, deals with the history of editing in the first part. The second portion takes up the practice of editing and the third part details principles of editing. The second and third sections cover action, dialog, comedy and montage sequences, documentaries, educational films, newsreels and various problems involved in editing.

* * *

RADIO AND TELEVISION RIGHTS. The Law of Copyright, Trade-Marks and Unfair Competition and The Broadcasting Industry, by Harry P. Warner. Matthew Bender & Co., 443 Fourth Ave., New York, N. Y. 1,171 pp. $35.

YOU'RE covering the home week football contest between ol' Siwash and S&M. The cameramen are panning the stands just before the game and onto the monitor appears a beautiful human interest character—he's class of '22, he's drunk, he's imbued with the old college spirit and he's as uninhibited as a sophomore at a freshman "smoker." You let the camera remain on this extrovert so your viewers get a big bang out of him; throughout the game at crucial scoring plays you send him out over the air—registering joy, chagrin, anger, tears. It's terrific television.

But, can he sue you for invasion of privacy? Can he collect? There's the rub.

All this—as well as the law on copyright, trade-marks and unfair competition—are contained in this study authored by Washington radio attorney Harry P. Warner, author of previously published *Radio & Television Law*. With the advent of television, Mr. Warner says, new problems in protecting program ideas, titles, character names and distinctive features have arisen.

The volume, undoubtedly a must for broadcasters' law libraries, is in four books, covering protection of (1) program content, (2) service marks, (3) ideas and (4) individual rights. There are extensive chapters on Ascap, BMI, Sesac and the American Federation of Musicians. A full-scale treatise on the Copyright Code is also included. Appended is an 83-page index.

*Gelausedup English

See dies poor guy,
So sad his face,
Gefurnished not at all his place:
Nein stool, nein bed
Nein stove, nein pot,
Ein window even he ain't got.

Und Dummer only
He can be
Who don't use...

NHC-AM-TV

-CECIL-

AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English
WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

a solid foundation in the world's fastest growing market!

KMPC gives primary coverage in **205 Southern California Cities!**

KMPC—5939 Sunset Blvd.
Los Angeles 28, California
HO 9-5341 . . . or call
H-R Representatives

K M P C

50,000 watts days
10,000 watts nights

Gene Autry
President

R. O. Reynolds
Vice-president &
General Mgr.

our respects

to JULES RICHARD HERBUVEAUX

ONE DAY last May, some 250 people from network, station, agency and allied fields gathered in Chicago's Sheraton Hotel for a luncheon meeting of the Chicago Television Council.

The occasion was an auspicious one—not alone for special awards to the city's 11 locally-originated network TV shows but also for a citation honoring Chicago's 1953 "Man of Achievement in the Field of Television."

Herbie Mintz, NBC Chicago radio-TV personality, reviewed the life of its recipient.

There were tape-recorded tributes from Ransom Sherman, Dave Garroway, David Rose, Garry Moore, Percy Faith, Don McNeill, and Johnny Johnston, and from former NBC executives Frank White—then network president—and Niles Trammell. Walter Schwimmer, head of Walter Schwimmer Productions, who handled production of the feature, narrated some well chosen words.

By this time, the identity of the recipient was surmised. It was Jules Herbuveaux, assistant general manager of the NBC Chicago's o & o WMAQ and WNBQ (TV), who remarked: "You spend your entire life building a reputation—and they wanna tear it down in 20 minutes."

The citation, by Chicago Unlimited, was a fitting recognition of what Chicago television executives have long known: Mr. Herbuveaux has done much for Chicago TV—and network originations.

Jules Herbuveaux's experience combines show business, dance music, production genius and television know-how.

He is probably the leading exponent of the Chicago school of television, which holds simplicity to be the key of good programming. "Ninety per cent of shows are reduced to this basic formula," he contends.

"We wanted to do a zoo show, so we originated it from the zoo (*Zoo Parade*). The same goes for our weather program (with Clint Youle). If we want to teach carpentry, we don't get Eddie Cantor. We hire a carpenter. The same goes for our garden show (with John Ott) and *Ding Dong School.*

He explains further:

"Most of our shows are built around one person. You get two people, you need a writer and a rehearsal. Three people might mean more rehearsals. And so on."

Jules Richard Herbuveaux was born in Utica, N. Y., on Oct. 2, 1897. He wanted to be an engineer, but his mother was a concert pianist and he followed her lead. He received his early schooling in Utica and Chicago's Harrison High School and Culver Military Academy. He took up civil engineering at McGill U. in Montreal, Canada, where his family had moved. Then he joined the U. S. Navy in 1917. He was discharged in June 1919 as a chief gunners mate in aviation. He was a bandsman, too.

The youth's decision to forsake his early musical career arose from a freak accident. He was hit in the lip by a file and told to forget about playing the saxophone. After his discharge, he performed some engineering jobs until some of his ex-Navy pals contacted him about forming their own orchestra. Thus, he was off again on a musical trail—one that was to lead him through radio's crystal and headphone era.

In 1922 he conducted the first orchestral music program on KYW—then in Chicago—and directed a band at Guyon's Paradise Ballroom, which had a direct line with WTAS—now defunct. In 1924 he appeared at the Palmer House, which had a tieup with WJJD.

In the early 20s, Mr. Herbuveaux traveled the Pantages theatrical circuit. He took on additional labors which gave him a solid background in the theatre. He became an authority on scenery, costuming, props, settings, etc. In his early days in radio, he was advisory producer for the Keith-Orpheum circuit, traveling throughout the Midwest and staging musical and other productions.

His first radio milestone was November 1927 when he conducted the first NBC program at the international livestock show in the amphitheatre—which was the genesis of the network's famous *National Farm & Home Hour.*

Mr. Herbuveaux later returned to KYW where he remained until 1930, and joined NBC Central Division as musical director at the end of 1931. He was appointed a production director in 1934, assistant production manager in 1936 and production chief on Jan. 1, 1939. Forty-five days later he became program manager. In production, Mr. Herbuveaux worked on the Wayne King program, *Sinclair Ministrel,* and *Carnation Hour.*

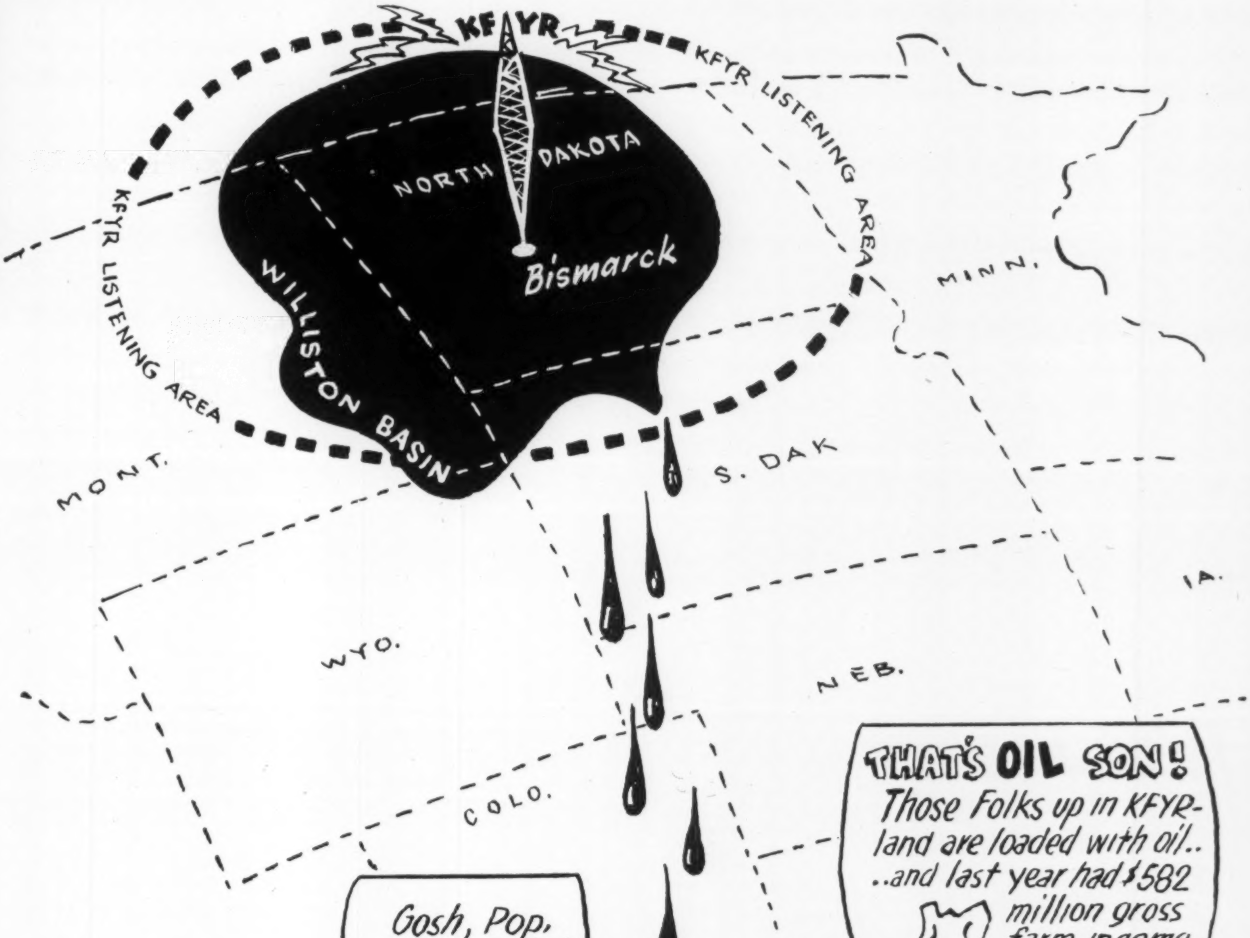
In the fall of 1948, when WNBQ started operation in Chicago, Mr. Herbuveaux was placed in charge of TV operations. Last January he was appointed to his present position as assistant general manager of both WNBQ and WMAQ—the No. 2 post in the network's Central Division—headed by Harry C. Kopf, vice president and general manager.

Mr. Herbuveaux guided the careers of such entertainers as Gary Moore, Dave Garroway and Mercedes McCambridge.

Mr. Herbuveaux married the former Jeannette McNulty. They live in suburban Wilmette and have three children—Dawn, Nannette and Judith. He belongs to the Merchants & Manufacturers Club and the Sunset Ridge Country Club. He is a better than average golfer, shooting in the 80s.

But basically in the trade he is a non-joiner. He declines to combine business with lunch. Apparently this practice has paid rich dividends, for his associates admire him for it.

KFYR of the DAKOTAS


KFYR
KFYR LISTENING AREA
KFYR LISTENING AREA
NORTH DAKOTA
Bismarck
WILLISTON BASIN
MINN.
MONT.
S. DAK
IA.
WYO.
NEB.
COLO.
THAT'S OIL SON! Those Folks up in KFYR-land are loaded with oil.. ..and last year had $582 million gross farm income to boot.
Gosh, Pop, Black Rain!
LITTLE TEXAS

Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market . . . gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

• *Represented by JOHN BLAIR*

KFYR **BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS**

FIRST IN RADIO!

NOW FIRST IN TV!

KWFT-TV CHANNEL 6

in Wichita Falls Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

Robert David Lilien

on all accounts

AT 27, Robert David Lilien, assistant advertising manager for Whitehall Pharmacal Co., New York, is one of the youngest men of his professional stature in the industry.

"And it isn't just precocity—youthful drive," one of his colleagues explained. "The fellow has a mature grasp of his business."

Mr. Lilien's primary sphere of operations for Whitehall is the supervision of the purchase of its radio and television time. The company, one of the pioneers in radio, is one of the most vigorous proponents of this field.

"Whitehall always has and continues to believe in the potency of radio as a selling force," said Mr. Lilien. "Radio, in fact, gets a bigger share of Whitehall's advertising budget than any other medium." The firm buys radio on both network and spot levels.

A native New Yorker, Mr. Lilien was educated at Andover and Princeton. His schooling was interrupted in 1944 for a hitch in the Navy. He received his B.A. from Princeton in 1949.

Mr. Lilien's first job after graduation was with Procter & Gamble in Cincinnati in the media section. In the beginning he worked in radio-television, then switched to the print department, then transferred back to the radio and television division where he functioned on all the programs in that organization's giant schedule of productions.

In 1952 he returned to New York to take over his present post with Whitehall Pharmacal Co., his official designation being assistant manager in charge of radio and television.

Radio shows now sponsored by the highly AM-conscious advertiser include: *Just Plain Bill* on NBC; *Front Page Farrell* on NBC; *Romance of Helen Trent* on CBS; *Our Gal Sunday* on CBS, and Gabriel Heatter on Mutual.

In television Whitehall underwrites *Love of Life* on CBS-TV and *Sports Show Case* with Jack Brickhouse on DuMont.

In addition, Mr. Lilien supervises a radio spot campaign which will reach several hundred stations in the fall through John F. Murray Agency. Whitehall products are: Anacin, Kolynos, Bi-So-Dol, Edna Wallace Hopper Facial Cream, Princess Eve Clorostick, Heat, Kriptin, Neet, Melcalose, Guard's Cold Tablets, Hill's Cold Tablets, Sperti Ointment, Preparation H, Petrosylium, and Freezone.

Mr. Lilien, a bachelor, lives in Manhattan and has a summer home at Quogue, Long Island.

His hobbies include tennis, squash, and skiing.

13
WMAZ-tv
CHANNEL 13

On the Air

September 27th.

⁂

Serving the Rich Middle Georgia Area.
50 Counties—50,000 TV Sets

Georgia's Only VHF Station
In Operation
South of Atlanta

⁂

CBS — INTERCONNECTED — DuMont
Interim Power 60,000 Watts

⁂

Owned and Operated By

SOUTHEASTERN BROADCASTING CO.
Macon, Georgia

Represented by THE KATZ AGENCY

Another Reason Why WPTF is North Carolina's Number One Salesman

Morning Knight . . . Bill (BJ) Jackson!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

Southern born and Southern bred, Bill Jackson knows how to talk and sell to Southern folks. He's been doing it on radio for 15 years. His 5 a.m. to 9 a.m. stretch of relaxed entertainment is styled to fit the Southern temperament. An impressive list of sponsors and a 1953 Pulse rating of 9.3 prove his selling power. BJ is the lead-off man on the team that makes WPTF the Number One Salesman in the South's Number One State. Get audition and all the story from Colonel F&P or call WPTF.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING
TELECASTING

September 21, 1953 Vol. 45, No. 12

RADIO 'REHABILITATION' IS SARNOFF'S PLEDGE

In a performance matching that which quelled dissidence among TV affiliates four months ago, Gen. Sarnoff makes a full-dress presentation to the network's radio affiliates. In a memorable address, he analyzes present problems and suggests how they can be licked. The result: A unanimous vote of confidence by the stations.

NBC RADIO'S program and sales plans for the fall were off awinging last week on a surge of enthusiasm generated by Brig. Gen. David Sarnoff, RCA-NBC board chairman, at the network's affiliates meeting in Chicago.

If there was any doubt that Gen. Sarnoff had captivated NBC's affiliates at the recent Princeton, N. J., meet a few weeks back, it was dissipated at the harmonious conclave in the Drake Hotel. The general showed that he still is in active command of the network's radio and television operations.

Last Thursday the general presented a detailed analysis of network radio problems, accompanied by NBC's prescriptions for curing them. He made no attempt to minimize the effects television has had upon radio or the difficulties of "rehabilitation" that network radio faces. It was not a pep talk, but it aroused among affiliates a kind of sober optimism that no pep talk could have created.

The majority of affiliates took Gen. Sarnoff at his word when he asserted that "I for one will not cast a vote of 'no confidence' in the future of radio" and summarized the prospects of better things to come for network radio in general and NBC outlets in particular.

The affiliates, on their part, registered a reciprocal vote of confidence in NBC's project, which calls for a major realignment of its program schedule and the effectuation of a revised "tandem" or participating-sponsor sales plan.

Swezey Statement

In a statement issued by Robert Swezey, WDSU New Orleans, who heads the affiliates group (known as the NBC Radio Affiliates Committee but actually comprising all NBC radio outlets), stations hailed the meeting as "an important milestone" in the history of NBC Radio as a public service and advertising medium and pledged "every reasonable cooperative effort" with the network officials to keep NBC in the "No. 1 position in American radio."

All major NBC radio executives on hand for the sessions received a favorable reception. William H. Fineshriber Jr., vice president in charge of the NBC radio network; Ted Cott, operating vice president of the network, and Fred Horton, head of the NBC radio sales department, made major presentations.

But it was Gen. Sarnoff who held the stage—and the audience—with his realistic appraisal of the present and forecast of the future.

"The massive campaign of rehabilitation set in motion by NBC," he said, "should be proof enough that we regard the problem as one requiring not minor patching but major revision—the kind that breaks sharply through the inertia of habit and renounces the temporary comfort of just drifting. If there is any valid excuse for complacency, I have yet to hear of it."

BRIG. GEN. SARNOFF
Problems: Ratings, Raiding, Rebates

Survival Question

Radio's future is not unlimited, he said, and there was no assurance that "everyone" in the field was "sure to survive."

"I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life," he said.

Text of Gen. Sarnoff's Chicago address on Pages 108-112

What are the principal problems facing radio today?

Ratings, raiding and rebates—"the three R's", said the general. These, he believed, are "at the core of the troubles of radio broadcasting."

Of the three, the general addressed himself primarily to the first, ratings, "since it would take too long to dissect them all in detail."

"Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

"Unhappily, these figures are seized upon by the advertising community as a substitute for analysis and judgment. . . . This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening."

Present rating systems cannot measure listening in "over 5 million homes with three sets or more," listening to "5 million sets in public places, millions of portable sets, and more than 26 million automobile sets," said Gen. Sarnoff.

Fallacies in Ratings

The "obsession with ratings" as a measurement of advertising effectiveness must be overcome. "More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchase of the sponsor's product," he said.

The obsession with ratings has created a belief that only the large rating guarantees advertising success.

"We are determined to enlarge audiences for all of our programs and to get our fair share of top ratings, too," said Gen. Sarnoff. "But even a program with a modest rating has a huge audience.

"It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases."

The new programming diversification will be coupled at NBC with new sales patterns to replace those that have been outmoded, the general said.

"Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio was the core of their advertising in many cases."

The new sales structure should "provide flexibility and variety through shared sponorships and participations in longer program blocks," he said. "All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price."

Anticipating certain opposition from spot radio advocates to a relaxation of the rigidities of network selling, Gen. Sarnoff said: "An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other.

"But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, should recognize that this is not a sufficient reason for imprisoning networks in a diminishing portion of the market."

Keystone Industry

Indeed network service is important to spot business, he said, as it is to the entire business of radio.

"Network broadcasting," he said, "has been the keystone of the whole edifice of acceptance, growth and prosperity of the industry, and its maintenance remains essential to the future of the American system of broadcasting.

"Local services are important to the community. But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? . . . Because one independent station in a community is thriving on 'music and news,' some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations."

Blights on Business

As to the other two of the three R's that plague radio—raiding and rebates, the general said he did not want his "appraisal of these evils" judged by the "brevity with which I must cover them."

"Special deals and concessions are a blight on the radio network business," he said.

"NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. . . . Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors.

"If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. . . . We want to avoid deals and concessions."

NBC hopes that they can be avoided by the introduction of new advertising operations that "provide low cost opportunities and new types of flexibility that will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices," Gen. Sarnoff said.

No Questions

When he had finished, a call was put out for questions on NBC Radio policy. There were none.

The affiliates obviously were impressed with NBC Radio's fall program realignment—calling for 28 new programs based on seven new programming "approaches." They also agreed to go along with the network's revised Tandem plan for participating sponsors.

On the whole, the atmosphere appeared to be summed up in these words: "If this project doesn't work, then nothing will. It sounds good and could revitalize radio. So let's give it a try."

Perhaps the lone source of doubt lay in the Tandem plan, which some broadcasters felt must first be sold by NBC salesmen on the road before affiliates could agree that it was acceptable. One affiliate pointed out that some of the time is concentrated in segments around 11:45 a.m. and 5:45 and 10 p.m., which he claimed has been unsold by the network in the past.

Worth a Fair Test

But, he felt, the plan deserves a fair trial. As he put it, no affiliate is worth its economic salt unless it can derive substantial spot revenue, and likewise is of no value to the network unless it can command the audience and be of service to the network. Much would depend on whether NBC can sell the time to affiliates, he said, pointing out that stations can't depend on network remuneration alone for survival.

But, on the whole, affiliates agreed to go along with NBC's plans—program and saleswise.

That was the representative feeling of over 120 affiliate broadcasters—representing well over 100 NBC affiliates (excluding some 20 bonus and five o & o stations), who heard Gen. Sarnoff, Mr. Cott, Mr. Fineshriber, and Mr. Horton. Perhaps 40 or 50 NBC New York executives, including a number of radio salesmen, descended upon the Chicago meeting.

Statement of Affiliates

Text of the NBC Radio Affiliates Committee statement issued by Mr. Swezey follows:

We were unanimous in our enthusiastic reception of the overall plans and proposals presented to us today by the NBC executives for the revitalization of the NBC Radio network, and the strengthening of the medium.

The NBC Radio affiliates endorse the new program concepts which show originality and basic soundness and which, coupled with promotional supports and fresh, aggressive sales approaches which were outlined to us, give excellent promise of success.

We were most favorably impressed with Gen. Sarnoff's frank and cogent analysis of the present radio broadcasting picture and his penetrating views with respect to the future of radio.

It is our intention to continue the NBC Radio Affiliates Committee as a permanent organization with the present subcommittee continuing to function as an active liaison between the full committee [all NBC Radio affiliates] and the network representatives.

It is our sincere belief that today's meeting constitutes an important milestone in the history of the NBC Radio network. We are confident that the approach taken in that meeting will aid materially in insuring the continuing effectiveness of the network as a vital public service and advertising facility.

The NBC affiliates have today pledged themselves to make every reasonable cooperative effort with the network officials to keep NBC in the No. 1 position in American radio.

A steering subcommittee wrangled for about 90 minutes over the statement after having heard the sense of the statement stated at a closed-door meeting of the affiliates following Gen. Sarnoff's talk.

Only minor changes were made from the original drafts proposed. The statement was modified to accredit Gen. Sarnoff with "penetrating" views and NBC executives were cited for proposals looking at "strengthening of the medium" in general.

The radio affiliates also passed a motion extending the life of the committee (increased

New NBC Radio Sales Plans

SALIENT features of the two new radio sales plans unveiled by NBC to its radio affiliates at last week's Chicago meeting (see story, preceding page), as explained by network officials Friday:

In addition to its three-program, three-sponsor Tandem Plan, which will be continued, NBC radio effective immediately is offering shared-participation sponsorships in (1) two two-hour programs which will start in October, and (2) three quarter-hour strip programs, Monday through Friday.

Programs Featured

The two-hour blocks are *The Big Preview*, featuring new record releases of the week, to be presented Saturdays from 11 a.m. to 1 p.m., starting Oct. 3, and *Weekend*, a radio newspaper to be heard Sundays from 2 to 4 p.m., starting Oct. 4. The first hour of *The Big Preview* and both hours of *Weekend* are in network option time, and these three hours —but not the hour of station time in *Preview*—are offered for sale a la the pattern on NBC-TV's two-hour *Today* program.

Eight commercials per hour will be available, each with a fixed and published price-tag covering both time and talent, and an advertiser can buy one or more participations.

The other news sales offer, called "The Three Plan," centers on three Monday-through - Friday quarter - hours: *Fibber McGee and Molly* at 10-10:15 p.m., *It Pays To Be Married* at 5:45-6 p.m., and *Second Chance* at 11:45-12 noon.

In these programs each quarter-hour will have three commercials available—meeting requirements of the code—and an advertiser may buy three or more of such participations. But he must buy at least three, although he may distribute them among the shows as he pleases (assuming the times he wants haven't been sold to another advertiser). As in the block-programming plan, these commercials will be available at a fixed price. The price will consist of one-third of the 15-minute rate for time, plus a pro-rata share of overall talent costs.

No sales had been made under either plan as of Friday, but officials pointed out that first offers were just beginning to be made.

The Tandem Plan, in effect for several years, makes three specific weekly programs available to three advertisers, each of whom gets one participation on each show.

from eight to nine members) as a means of retaining liaison with the network. It also appointed Richard Mason, WPTF Raleigh, N. C., as second vice chairman (representing radio) succeeding Milton Greenebaum, WSAM Saginaw, Mich., who resigned but who remains as a committee member. He thus remains with Mr. Mason on the committee.

Possibility of scheduling the next radio affiliates meeting concurrent with the NBC-TV affiliates meeting—possibly in New York in December—also was suggested.

In another move, Jack Hopkins II, WJAX Jacksonville, Fla., was named chairman of a subcommittee to study methods of financing the continued operation of the affiliates group.

Among those present from NBC New York were Frank Folsom, RCA president, and a host of vice presidents, as well as NBC Chicago executives.

Mr. Fineshriber talked on the need for a new separate radio organization, and reviewed recent realignment of the network to provide better service for advertisers.

Mr. Fineshriber reported that shared participation sponsorships will be available in a strip pattern, 15 minues, five days a week, or in two solid hours of daytime programs on Saturday and Sunday. The strip: *Fibber McGee and Molly, It Pays To Be Married,* and *Second Chance.* Advertisers will be asked to buy a minimum of three participations, each comprising one announcement. But they can allocate them in any of the programs. Similar pattern has been set for *The Big Preview,* on Saturday, starting Oct. 3, and *Weekend,* Sunday, radio's new news segment, beginning Oct. 5.

"We are thinking ahead to our long range future in radio because we expect to be in radio for as long ahead as anyone can see," Mr. Fineshriber said.

Day-to-Day Plan

Mr. Cott explained NBC Radio's new concept of "block programming" — Sunday, drama; Monday, music; Tuesday, mystery and adventure; Wednesday, comedy; Thursday, comedy and audience participation; Friday, all comedy, and Saturday, a "prestige" block followed by hillbilly programs [B•T, Sept. 7].

"Our new programming approach tied into new sales pattern and stepped-up promotional and merchandising devices will bring to the NBC Radio network a fresh sound, new talking points, extra dimensions," Mr. Cott said. He described it as a "striking reinvestment in radio by NBC."

NBC's seven new approaches are described thus: The multi-star program, the grass roots origination, the telephone party line, the big name strip, the omnibus news project, the special project, the mass premiere (the latter comprising the introduction of the 28 new programs).

Mr. Horton stressed that NBC's new sales staff will devote its energies to selling radio "creatively" and on the basis of "its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers."

The sales plans, he asserted, offer all national advertisers—both large and small—"a new type of opportunity for using network radio in a flexible way which can fit their varied budgets and advertising patterns."

With respect to the Tandem Sales Plan, it originally called for three participations within each half hour segment.

ACTIVE WEEK BY TV NETWORK ADVERTISERS HIGHLIGHTED BY DOW CHEMICAL TIMEBUYS

Dow Chemical makes its bid as a major TV advertiser. Activity by Ekco Products, Welch's, Gerber's, Pharmaceuticals Inc. and Sweets Co. of America underscore new business developments.

DOW CHEMICAL Co. crashed through last week as the newest major TV network advertiser, assigning its product, Saran Wrap, to two daytime shows and two evening programs on NBC-TV.

In another multi-program sale Ekco Products Co., Chicago, signed for four ABC-TV programs on an alternate-week basis.

These developments highlighted a week that saw significant action by four other network sponsors. Welch's grape juice moved to Kenyon & Echardt, while Gerber's baby foods renewed and expanded its participation on the *Kate Smith Show*. Pharmaceuticals Inc. added another network show to its roster with the underwriting of the *Red Skelton Show,* and Sweets Co. of America signed for sponsorship of the *Paul Whiteman TV Teen Club.*

Dow Chemical, in a major reorientation of policy, will spend more than a million dollars effective Nov. 15 by participations (Monday, Wednesday and Friday) on the *Today* show; starting Nov. 16 (Tuesdays) on the *Kate Smith Show,* both daytime on NBC-TV, and on Dec. 12, alternate-week participation on *Your Show of Shows* and *All Star Revue,* Saturdays on NBC-TV.

MacManus, John & Adams, New York, is the agency.

Welch, effective Dec. 1, will name Kenyon & Eckhardt, New York, as its agency. Firm's billing is about $750,000, 95% allotted to television. The agency will handle the company's grape juice, tomato juice and a new product, as yet unrevealed. Doherty, Clifford, Steers & Shenfield, New York, is the current agency for the company.

Ekco Products Co., it was announced Thusday, will sponsor on an alternating-week basis four ABC-TV evening shows. The schedule and starting dates are as follows: Effective Sept. 27, *The George Jessel Show,* Sunday, 6:30-7 p.m. (alternating with the B. B. Pen Co. and Gemex Watch Band Co.); on Oct. 1, *Quick as a Flash,* Thursday, 8-8:30 p.m. (alternating with the Thor Corp.); on Oct. 5, *Jamie,* Monday, 7:30-8 p.m. (alternating with Duffy Mott Co.), and on Oct. 9, *Comeback,* Friday, 9:30-10 p.m. (alternating with Sealy Inc.).

The contract for the "saturation" network buy was placed by Dancer-Fitzgerald-Sample, Chicago.

In explaining Ekco's reasons for this purchase President Benjamin A. Ragir, said: "Our experience with television has demonstrated how effectively this medium can sell our type of merchandise. It enables us to show and to demonstrate the products as no other medium can. We were the first housewares manufacturer to use national nighttime TV, pioneering for the entire industry. Our sales have been upped sharply since we started to use television, and we are confident that this new four-program schedule will accelerate the increase.

'Important Move'

"This is an especially important move for Ekco because it will help to familiarize the public with the fact that nearly 2,000 items, with more than a dozen trade names, are all Ekco products. . . . Educating the public to recognize them as Ekco products requires an intensive, visual campaign such as the combination of these four shows gives us."

James L. Stirton, director of television for ABC's Central Division offices, who announced the sale with Mr. Ragir, said ABC was "extremely pleased" with the Ekco contract and that it "represents, once again, the keen interest that leading manufacturers and advertising agencies are taking in our 'new look.'"

Welch sponsors a portion of the *Howdy Doody Show,* 5:30-6 p.m. on NBC-TV, and supplements the network program with television spots.

Gerber's, through D'Arcy Adv., New York, effective Sept. 23 will again sponsor a weekly segment of the *Kate Smith Show* on NBC-TV.

THESE New York advertising agency men were guests of WEEK-AM-TV Peoria and KRMG Tulsa in a flight on a private DC-3 to both cities to visit WEEK-TVs new studio and KRMG's facilities. During the tour they also went to Jackson Hole, Wyo., on a fishing trip. L to r, kneeling, Frank Howlett, Dancer-Fitzgerald-Sample; Herb Gruber, Cecil & Presbrey; Fred C. Mueller, WEEK-AM-TV general manager; James Ault, Compton Adv.; William Smith, Lennen & Newell. Standing, Frank Lane, KRMG manager; Murray Roffis, Maxon Inc.; Jack House, William Esty Co.; Robert Tatum, BBDO; Martin Kane, Hewitt, Ogilby, Benson & Mather; Keith B. Shaffer, Erwin, Wasey & Co.; C. B. Akers, WEEK-TV; Herb Claussen, Ruthrauff & Ryan; Jack Hardingham, Headley-Reed, representative for WEEK-AM-TV.

XUM

Firm will use the full 40-station network, plus an additional 18 affiliated video outlets across the country.

Pharmaceuticals Inc., currently sponsoring *Juvenile Jury* on NBC-TV, will add the *Red Skelton Show* on CBS-TV, effective Sept. 22, to its TV list.

Edward Kletter Assoc., New York, is the agency for Pharmaceuticals Inc.

Effective Oct. 3, Sweets Co. of America, New York, will sponsor the *Paul Whiteman TV Teen Club* on ABC-TV. The program will be starting its fifth year on the network. It returns to its same time period, 7-7:30 p.m. Saturdays. Sweets Co., on behalf of its Tootsie Roll candy, is handled by Moselle & Eisen, New York.

THREE executives of Compton Advertising, New York, have been elected to the board of directors. All vice presidents and major executives of the company, they are: (l to r) Jack Rees, Allen F. Flouton and C. Jack Fleming. Mr. Flouton has been with Compton since 1937 and the two others since 1944.

Tea Council Boosts Campaign Budget 20%

THE TEA COUNCIL announced last week that it will spend 20% more money than last year for its 1953-54 hot tea campaign, including a TV spot campaign.

"Tea sales are going up faster than at any time in the last generation," Anthony Hyde, executive director of the Tea Council, said. He pointed out that "on a national basis the (sales) figures show that for the 12 months ending in May of 1953, grocery store tea sales were up 9%. To help swell this rising tide of tea's popularity, the Tea Council will sponsor heavy spot television hot tea campaigns for 20 weeks in 12 major markets."

The theme "take tea and see" will be used again for the hot tea spot campaign, which is part of the Tea Council's year-round $1,500,000 industry promotion effort.

Series of 20-second and one-minute TV film commercials will be carried Oct. 26 to March 14 in 12 major cities. Leo Burnett Co., Chicago, is the advertising agency.

Western Mineral Radio Spots Are Placed on 107 Stations

WESTERN Mineral Products Co., Minneapolis, makers of Zonolite insulation, through its dealers is sponsoring transcribed minute and chainbreak announcement featuring "The Chordettes" on 107 radio stations.

The basic idea of using local radio is sold to the dealers by the parent company and its salesmen. The dealers then underwrite the campaign.

Ruthrauff & Ryan, Chicago, prepared the transcribed commercial featuring "The Chordettes."

NEW BUSINESS

Philip Morris & Co., N. Y., to sponsor *My Little Margie* and *Sports-Ten* program over Mutual. Agency is Biow Co., N. Y. Mutual will present *My Little Margie* on Thursday, 9:30-10 p.m. EDT starting this week, in areas in which show is not carried over CBS Radio (Sun. 8:30-9 p.m. EDT). New *Sports-Ten* program, featuring Harry Wismer, will be heard each week-night from 9:05-9:15 p.m. EDT, starting today (Monday).

Assn. of American Railroads renews *Railroad Hour* (Mon. 8-8:30 p.m.) on 199-station NBC network, effective Sept. 28, through Benton & Bowles, N. Y.; **Liggett & Myers Tobacco Co.** renews *Dragnet* (Tues., 9-9:30 p.m.) on 204 NBC stations, through Cunningham & Walsh, N. Y., and **De Soto Division of Chrysler Corp.** renews *You Bet Your Life* (Wed., 9-9:30 p.m.) on 204 NBC stations, through BBDO, N. Y.

Household Finance Corp., Chicago, started *Tom Harmon's Pigskin Predictions* on 13 CPRN stations, Fri., 6:30-6:45 p.m. PDT, for 13 weeks from Sept. 11. Agency: Needham, Louis & Brorby, Chicago.

AGENCY APPOINTMENTS

General Mills Inc. appoints William Esty Co., N. Y., to handle consumer advertising for Softasilk cake flour, effective Jan. 1, 1954.

Morton Salt Co. appoints Needham, Louis & Brorby, Chicago, to handle advertising for agricultural salt products after Jan. 1. Agency already handles product for table and industrial uses. Media plans not announced.

Atlas Plywood Corp., Boston, appoints James Thomas Chirurg Co., Boston and N. Y., to handle advertising for Container, Flush Doors and Plywood Panels divisions.

Reeves Soundcraft Corp., N. Y., names J. M. Mathes Inc., to handle its advertising, effective immediately. Firm manufactures recording disks for radio, home and industrial usage.

NBC FILM DIVISION TRIPLES ITS SALES

SALES of syndicated film properties by the NBC Film Division have tripled during the first six months of its operation as a separate operating unit of the company, Robert W. Sarnoff, vice president in charge of the division, announced last week.

He noted that the Film Division has increased its inventory of syndicated film properties from two to 13, including several programs which ran originally on the network. The latter included *Badge 714* (carried on the network as *Dragnet*), *Captured* (formerly *Gangbusters*), *The Visitors* (originally *The Doctor*) and *Victory at Sea*.

Pointing out that the division was established on March 3, 1953, as one of NBC's three major operating units, Mr. Sarnoff declared that the "growth of the Film Division and its successful operation" are based on "high quality of the programs" and "sound business practices."

"A stable price structure for all our properties, along with the emphasis we have placed on re-running successful film series, are prime concerns in the establishment of sound business practices in the film syndication field," Mr. Sarnoff continued. "We believe that the Film Division has made a significant contribution in this area," he said.

Vitapix Announces Series Of Wrestling Films for TV

A SERIES of 39 wrestling films made especially for television is being prepared for and will be distributed by Vitapix Corp., President Frank Mullen and Executive Vice President Robert H. Wormhoudt disclosed last week. They said first films of the series will be available for selling this week. Best wrestlers in the nation, including the top 20 of the National Wrestling Assn. are to be featured in the series in matches staged for the TV film cameras at Hollywood Legion Stadium.

Six cameras are being used for each film to assure maximum "viewability" and film quality, and the "dramatics" of wrestling will be fully utilized, according to the announcement. George S. Johnson is producer of the series for Vitapix, station-owned organization which earlier this month acquired distribution rights to 26 feature-length films to be produced expressly for TV by Princess Pictures Inc. [B•T, Sept. 7].

Messrs. Mullen and Wormhoudt stressed the ratings which wrestling bouts command on TV, and said the new Vitapix series could be used as audience boosters both by established and new stations, and should be especially effective in helping uhf newcomers build ratings quickly.

Ten More Buy 'Liberace'

GUILD FILMS CO., N. Y., announced last week that the weekly, half-hour *Liberace* film program had been sold to 10 new stations, raising the total number carrying the show to 96. New clients are: WRBC-TV Abilene; KSWO-TV Lawton, Okla.; KTVE-TV Longview, Tex.; WICS-TV Springfield, Ill.; KAFY-TV Bakersfield, Calif.; WAKR-TV Akron; WBLN-TV Bloomington, Ill.; KCOK-TV Fresno, Calif.; WFPA-TV Pensacola; KTAG-TV Lake Charles, La., and WEWS (TV) Cleveland.

Unity TV Corp. Names West Coast Representative

APPOINTMENT of Unity Television Corp. of California as West Coast representative of Unity Television Corp., New York, TV film distributors, was announced last week by Arche Mayers, Unity president.

The West Coast offices will be established at 8951 Sunset Blvd., Hollywood, Calif., with Connie Lazar as manager. Mr. Mayers said the new company will service California, Oregon, Washington, Nevada, New Mexico, Arizona, Utah, Idaho, Colorado, Montana, and Wyoming, as well as Hawaii and Alaska.

In announcing the appointment, Mr. Mayers explained that it represented Unity's first step in expansion of its national sales and service activities. He added that additional representatives will be named to head offices in Chicago, Dallas, and Atlanta "to meet the sales and service requirements of new stations going on the air."

"It is our objective to offer new television stations the largest library of film products to satisfy all film programming needs," Mr. Mayers declared. "We recently invested more than one million dollars in our 'Plus 80' series, emphasizing star name values. The series includes highly exploitable groups, such as the 'Charlie Chan' series, the 'All-Star' adventure features, the Alexander Korda group and the Sol M. Wurtzel 'Major Hollywood Package.'"

Consolidated's Sales

CONSOLIDATED Television Sales announced last week the sale of its *All-American Game of the Week* to KJEO-TV Fresno, Calif.; WSBA-TV York, Pa.; KONA-TV Honolulu; WJDM (TV) Panama City, Fla.; WEAR-TV Pensacola, Fla.; KHQA-TV Quincy, Ill.; WDAK-TV Columbus, Ga.; KGUL-TV Galveston, and WSUN-TV St. Petersburg.

Other sales reported by the company were the Station Starter Plan to KTVU (TV) Stockton, Calif., and WBUF-TV Buffalo; *Hollywood Half Hour*, WEWS-TV Cleveland and WOC-TV Davenport, Iowa; *Public Prosecutor*, WFMY (TV) Greensboro, N. C., and *Ringside with the Rasslers*, KZTV (TV) Reno, Nev.

'Badge 14' Sales Noted

SALES of *Badge 14* filmed series (formerly *Dragnet*) in a total of 50 markets was reported last week by John Cron, national sales manager of the NBC Film Division. Latest sales of the series were to KMJ-TV Fresno-Tulare; KEXT-TV Tyler, Tex., and WSBT-TV South Bend, Ind., where the Jack Brown Agency negotiated on behalf of Jordan Motors Co. Mr. Cron also revealed that *Captured* (formerly *Gangbusters*) has been sold in 45 markets; *Victory at Sea* in 57; *Hopalong Cassidy* in 127 and *The Visitor* in 43.

Film Sales

DuMont TV Film Sales announces the sale of the 1953-54 season of *Madison Square Garden* to **Kiggins & Rollins Inc.** for **KFIA (TV)** Anchorage and **KFIF (TV)** Fairbanks, Alaska. This brings to 12 the number of pre-season sales of the fourth annual series of this film program. **Winik Films** has scheduled the first production release for Nov. 3.

Other recent sales are *Scotland Yard* to **WFAA-TV** Dallas and *Jingle Dingle* weather spot library to **KGUL-TV** Galveston, Tex.

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NBC Film Division has sold three syndicated film programs to **KDYL (TV)** Salt Lake City: *Life of Riley* to be sponsored by **Safeway Stores Inc.** for 39 weeks, *Badge 714* to be sponsored by **Christianson Furniture Co.** and *The Visitor*.

•

Louis Weiss & Co., Los Angeles, announces lease of telecasting rights to "That's My Boy," feature film starring **Jimmy Durante,** to **KOAT-TV** Albuquerque, **XETV (TV)** Tijuana, **WXEL (TV)** Cleveland, **WCPO-TV** Cincinnati, **WJBK-TV** Detroit, **WCBS-TV** New York and **KLAS-TV** Las Vegas.

Production

Kling Studios Inc., TV film firm, has started production in Chicago and Hollywood of a new motion picture "The Industry Builder" for the **American-Marietta Co. Turner Advertising Agency** handles the account. Production is being supervised by **Gail Papineau,** executive director of Kling's Hollywood studios.

FILMING of commercials for Dial shampoo brings these five together at Transfilm Studios in New York. Singing star Marguerite Piazza appeared in the commercials, which were the handiwork of (l to r) E. C. Ratliffe, account executive, Foote, Cone & Belding, Chicago; K. L. Skillin, advertising manager, Armour & Co. Auxiliaries, Chicago; Jack Simpson, in charge of radio and TV for FC&B, Chicago, and J. K. Verden, product advertising manager for Dial. The films will be shown on the 9-9:30 p.m. portion of NBC-TV's *Your Show of Shows*, which Armour sponsors on an alternate Saturday basis.

•

Screen Gems Inc., Hollywood, has filmed "And Suddenly You Knew," starring **Teresa Wright** and **Ronald Reagan,** for NBC-TV *Ford Theatre*. **Irving Starr** produced **Lillie Hayward** script, with **Ted Post** directing.

•

Frank Wisbar Productions, Hollywood, has started filming remaining eleven half-hour films in this season's NBC-TV *Fireside Theatre* series for **Procter & Gamble.** Already completed are the first 33 programs.

Distribution

George Bagnall & Assoc., Beverly Hills, has acquired TV distribution rights to "The Time of Your Life," feature film version of William Saroyan's Pulitzer Prize winning play, which stars **James Cagney, William Bendix** and **Broderick Crawford. KRON-TV** San Francisco and **KTLA (TV)** Hollywood have signed contracts to telecast the film. The distribution firm also has acquired *Hawaiian Paradise*, 26 quarter-hour films, and *This Is Hawaii*, 13 half-hour films, both of which have been filmed in Hawaii in both black-and-white and color.

Ranodm Shots

Screencraft Pictures Inc., New York, TV film distributor, announces appointment of **Tom Corradine & Assoc.,** Hollywood, as its West Coast sales representative.

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Interstate Television Corp., Hollywood, plans no further TV film production until next year. Firm reportedly hopes to realize more returns from *Ethel Barrymore Theatre of the Air*, half-hour film series now being released on a syndicated basis. Also available is *Hans Christian Andersen* series.

Film People

Bob Meskill of the O. L. Taylor Co., radio and TV station representatives and previously for three years general manager of WCEN Mt. Pleasant, Mich., has resigned to join **United Television Programs Inc.** starting Oct. 1, as an account executive covering the Chicago area as well as Wisconsin and Michigan.

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Peter Wilde, who has been engaged for several years in surgical cinema-tography as well as television and industrial film production, has joined the film division of **Nola Studios Inc., N. Y.,** as executive producer.

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Don R. Schwab, production supervisor, and **Carl Marcus,** writer, **Sportsvision Inc.,** Hollywood, promoted to administrative assistant and head of writing-publicity departments, respectively. **Hugh Feltis**, manager of KING-TV Seattle, and **Al Madden** join firm as representatives in Seattle and San Francisco, respectively.

•

Tom Harmon and **Bill Brundige,** West Coast sportscasters, signed to narrate play-to-play account of half-hour versions of 1953 national collegiate football games filmed by Sportsvision.

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Harry W. McMahan, president of Five Star Productions, Hollywood, is scheduled to discuss "The Television Commercial" before the Advertising & Sales Executive Club, Kansas City, Oct. 19, and the Advertising Club of Des Moines, Oct. 20.

WEST COAST RADIO-TV OUTLETS PACE NARTB DISTRICT MEETS

District meetings are held at Seattle, San Francisco and Los Angeles. A high point is newly-instituted locked doors session where double-billing and competitive sales practices are among touchy topics discussed. Speakers squad from NARTB's Washington headquarters is flown to coast.

RADIO and television stations on the West Coast, enjoying their best business year, set the pace for the 17 annual NARTB district meetings by taking part in a series of management workshops designed to help them solidify their position and prepare for a year of new and difficult problems.

At three separate sessions—Seattle, San Francisco and Los Angeles—industry management met with NARTB's flying squadron from headquarters. Some of their sessions were held behind locked doors, a new hair-letting-down feature that led to frank discussion of such touchy topics as double-billing and competitive sales practices.

Delegates acclaimed this half-day procedure as one of the most valuable in district meeting history. Both aural and visual broadcasters joined lively discussions of business, personnel, program and regulatory issues. The agendas this year contain fewer and shorter presentations by the headquarters staff.

By the end of the week station delegates from the three Pacific districts had received intensive training courses in industry developments and station management. Specific topics of discussion had been selected by stations in a summer survey but individual meetings voted on topics that interested them most before starting the locked-door sessions.

The NARTB headquarters team staged three meetings in five days and then moved on to Sun Valley, Idaho, where the fourth meeting (Dist. 14, mountain states), was to open yesterday (Sunday) and run through Tuesday. Dist. 10 (Iowa, Mo., Neb.) meets Wednesday-Thursday at Cedar Rapids followed by Dist. 11 (Minn., N. D., S. D.) Friday-Saturday.

Closed-Door Subjects

Point of most interest during the closed-door discussions proved to be sales practices, flanked by rate and billing procedures. Ways of avoiding pressures that lead to double-billing were discussed and delegates sought solutions to competitive practices that alter ethical standards.

Delegates were given individual kits at the closed discussions. These included work sheets covering methods of sales compensation, a guide to wage-hour problems, management audit, formula for estimation of all media advertising in a market, staff lineups, lottery law review and its effect on broadcasting, blueprint for radio community relations and preliminary conclusions from a survey of news programming.

Broadcasters made a serious effort to relate station operations to rates. Their exchanges covered merits of a single rate, with premium charges in some cases, to national-local and general-retail formulas, with recognition of rate-cutting in some areas.

The closed sessions covered ways of gearing unified station budgets to allow for such exigencies as TV competition and expansion of facilities. A lot of interest was shown in the NARTB management study of operating principles and its findings.

A high spot of the meetings was the indignant reaction to the International Boxing Club's edict barring radio and TV from any blow-by-blow coverage of the Marciano-LaStarza heavyweight fight. Resolutions were adopted to put this industry feeling on the record.

An obvious feeling of optimism was apparent among most radio station operators attending the Pacific Coast meetings, tempered at times by the usual concern shown where television is about to enter a market for the first time, or where additional stations are to appear soon.

Interest in the discussions appeared higher than in many past years. Registrations were good and few delegates failed to sit in on all of the proceedings.

NARTB President Harold E. Fellows entered his third annual series of district meetings. He gave a half-dozen addresses during the week and participated in closed discussions of station problems. Robert K. Richards, administrative vice president, discussed principles of successful station operation and reviewed government relations developments. Richard P. Doherty, NARTB labor relations vice president, analyzed the industry's economic position and offered suggestions for management (see separate story).

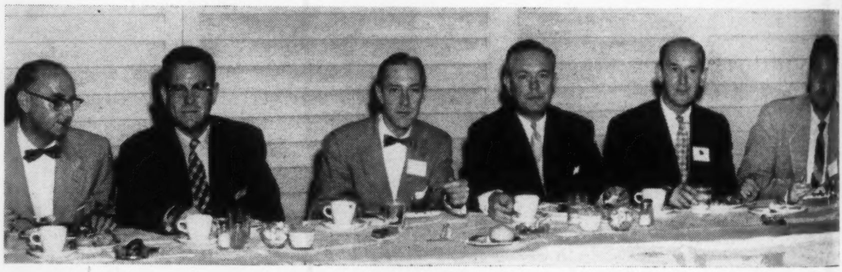
W. D. Rogers Jr., KDUB-TV Lubbock, Tex., addressed the West Coast meetings on ways of operating TV in a small market and directed panel discussions of TV operating problems (see story below). Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., recounted the story of that station's spectacular entrance into the Los Angeles radio scene in a Monday luncheon talk given at the Seattle meeting.

Richard M. Brown, KPOJ Portland, Ore., presided at the Dist. 17 meeting held at Seattle. William D. Pabst, KFRC San Francisco, presided at the Dist. 15 meeting in San Francisco. Albert D. Johnson, KOY Phoenix, Ariz., presided at Dist. 16 proceedings in Los Angeles. They are NARTB board members for their districts.

Review Radio's Economics

President Fellows and Messrs. Richards and Doherty joined in reviewing the radio economic picture during a year of fast television expansion. Their figures show how radio management has learned how to live, and live prosperously, in the presence of new and increasing video competition (see separate stories).

Mr. McAndrews, in a rapid-fire portrayal of radio's strength in Southern California, told the



HEAD TABLE group at NARTB Dist. 17 meeting in Seattle (l to r): Lee Jacobs, KBKR Baker, NARTB small-stations director-at-large; Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., luncheon speaker; Richard M. Brown, KPOJ Portland; NARTB President Harold E. Fellows; Robert K. Richards, NARTB administrative vice president; Jack Barton, NARTB West Coast representative.

ROGERS SPEAKS FOR SMALL MARKET TV

SMALL markets can support television plus stockholders and station personnel but it takes long hours, hard work, ideas and enthusiasm, NARTB delegates were told last week at district meetings in Seattle, San Francisco and Los Angeles.

Experiences of station managers in a half-dozen states were swapped in panel sessions conducted by W. D. Rogers Jr., KDUB-TV Lubbock, Tex. Mr. Rogers led off discussions with a recapitulation of KDUB-TV's management problems and what was done to solve them in this West Texas market.

Similar TV sessions are on the agenda at the three district meetings scheduled this week in the mountain-midwestern area. They will be in charge of Vernon A. Nolte, WHIZ-TV Zanesville, Ohio. James H. Moore, WSLS-TV Roanoke, Va., will handle the third week.

Mr. Rogers suggested an "ulcer diet" for those in TV—milk, cream, Tums and Pepto Bismol. For those not in TV he prescribed tamales, enchiladas, frijoles and beer.

Most important step to taken by those contemplating TV, he said, is to study the market. As to minimum investment in a small market, he posed $185,000 as the minimum sum to build a station, although it might be trimmed to $135,000 by purchase of used equipment.

Going into operating costs, Mr. Rogers broke down expenses into technical 20%, program 28%, selling 20%, general and administrative 32%. His breakdown of the revenue dollar was: Local—announcements 33%, programs 29%, production, camera, etc., 22%, or a total of 84%; national—announcements 7%, programs 4%, or a total of 11%; network 5%.

Mr. Rogers uses the "dual function plan" by which employes have secondary as well as primary duties. He urged care in selection of personnel.

With local business so important, an educational job on clients is necessary. When they complain about high TV costs, compare TV with the rate of the local newspaper, he advised. "It only takes a few good merchants in a small market to be happy with television advertising and then they become a part of your sales force," he said. A strictly local problem is based on the fact that Lubbock is dry and there is no beer advertising, he added.

BIG MIKE...

THE DAIRYMAN

KFAB
50,000 WATTS
NEBRASKA DAIRIES
SO. DAK.
NEBRASKA
IOWA
COLO.
KANSAS

The dairy industry—the production of milk and allied products—has become big business in Big Mike's home state. Big Mike is proud of the fact that Nebraska's dairy products find their way to tables throughout the nation. Several of the nation's largest dairy product processors have their main headquarters in Nebraska . . . and Omaha is the butter capital of the world. In dollars and cents, last year's income to dairy farmers from fluid milk alone was almost 54 million dollars. At that time there were 444,000 milk cows in Nebraska valued at over 120 million dollars. Over 76 million pounds of butter was produced in the state in one year, along with one and a half million pounds of cheese. Big Mike . . . the 50,000 watt KFAB . . . helps build a bigger dairy industry in Nebraska . . . and he helps the nation's advertisers sell goods and services to his followers. Find out more about Big Mike . . . Check with Free & Peters . . . or General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—Nebraska's most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION

1110 KC

KFAB

50,000 WATTS **OMAHA** CBS RADIO

GATHERED AROUND Mrs. Vernice Irwin, president of KVI Seattle, are (l to r) Carl Downing, manager, Washington State Assn. of Broadcasters; Leo Beckley, KBRC Mt. Vernon, association president; Hugh A. Smith, KXA Seattle, co-chairman, and Robert E. Priebe, KING-TV Seattle, member of local arrangements committee; Mrs. Irwin; C. T. Harst, General Electric Co.; Earl T. Irwin, KVI.

CORRIDOR COMMENTATORS between meetings at Seattle (l to r): Harry R. Spence, KXRO Aberdeen; William R. Wyatt, Broadcast Advertising Bureau; Lester W. Smith, Blackburn-Hamilton; R. J. Newman, RCA Victor Division; Burl C. Hagadone, KNEW Spokane; J. G. Scripps, KNEW; Harry A. Buckendahl, KOIN Portland; H Quenton Cox, KGW Portland; Fred H. Loggan, KBND Bend; Dean Nichols, KOMW Omak

Seattle meeting the Southern California Broadcasters Assn. has just completed a survey showing that radio income of radio stations in that area is up 14% for the first six months of 1953 over the same 1952 period. The 1952 income figure was 25% over that in 1948.

A feature of last week's meetings was a self-evaluation formula developed by Richard Allerton, NARTB research director. Through a series of questions, managers checked off a list of station practices. Their added checks showed whether management is superlative, mediocre or poor.

The kits of material containing practical management aids were given delegates by Jack Barton, NARTB West Coast station relations representative.

Accounting for NARTB's activities, President Fellows mentioned five "major accomplishments" in the last year. These were: Stopping the Johnson baseball bill; reduction by FCC of its operator requirements and provisions for remote control; provision for group tower insurance plan, which means savings in premium payments; successful effort to remove talent fees from consideration in overtime payments required under wage-hour procedure; public relations cooperation with civic, advertising, and other public groups.

NARTB Membership

NARTB membership, he said, includes 1,099 radio stations; 192 TV stations, four TV networks; 109 associate members; 155 station and four network code subscribers.

First district to take action on the heavyweight fight restriction, Dist. 17 called it "unwarranted and unjust discrimination against the nation's broadcasting and telecasting facilities" and asserted "it abridges the freedom of broadcasting to perform its task."

Dist. 17 commended cooperative efforts of radio stations to draw up joint sales presentations, such as was done by Tulsa stations in obtaining major business from the Brown-Dunkin store. Station Representatives Assn. and Broadcast Advertising Bureau were praised for similar efforts, along with networks and independent stations.

NARTB drew approval for its management studies and President Fellows for his administration, with official notice taken of the association's progress. Another resolution commended radio station operators for an outstanding job of programming as reflected in the upward trend of radio set sales and recognition given radio as the No. 1 mass advertising, entertainment, educational and public service medium.

Members of the Dist. 17 Resolutions Committee were Leo Beckley, KBRC Mt. Vernon, Wash., chairman; H Quenton Cox, KGW Portland; Burl Hagadone, KNEW Spokane; Frank Loggan, KBND Bend, Ore.; Wally Boone, KYAK Yakima, Wash.

Members of the Dist. 17 host committee were William Warren, KOMO Seattle; Hugh Smith, KXA Seattle; Robert Priebe, KING-TV Seattle, and Earl Irwin, KVI Seattle.

District 15 joined in filing a protest against any discriminatory action interfering with radio and TV coverage of sports events. At its final session Thursday the district adopted a resolution condemning any interference with the obligation to cover sports events.

Other resolutions lauded Director Pabst's service; gave recognition to President Fellows' leadership in NARTB's period of growth; praised recent economic and management studies by the association; favored joint station sales efforts in communities and asked the NARTB board to investigate the shortage of salesmen and see what can be done about it.

Members of District 15 resolutions committee were Carroll R. Hauser, KHUM Eureka, chairman; Joe Carroll, KMYC Marysville; Mrs. Hugh McClung, KYOS Sacramento; C. L. McCarthy, KROY Sacramento, and Jack Steventon, KAGR Yuba City.

NARTB Names Managers For Television Clinics

TV station managers who will conduct TV clinics at the second series of NARTB district meetings were announced last week by NARTB President Harold E. Fellows.

The TV managers and the districts where they will head clinics: Harold E. Anderson, KOLN-TV Lincoln, Neb., 12 (Ardmore, Okla., Oct. 12-13); 13 (Dallas, Oct. 14-15); 6 (Biloxi, Miss., Oct. 16-17). James D. Russell, KKTV (TV) Colorado Springs, 5 (Atlanta, Oct. 19-20); 4 (Asheville, N. C., Oct. 21-22); 3 (Philadelphia, Oct. 23-24). Gaines Kelley, WFMY-TV Greensboro, N. C., 2 (Albany, Oct. 26-27); 1 (Boston, Nov. 4-5).

Thad H. Brown, NARTB vice president in charge of television, will attend sessions at Districts 13, 3 and 2, while Howard Bell, his assistant, will be at meetings of Districts 9, 8 and 3.

This week Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, will head TV clinics at Districts 14 (Sun Valley, Idaho, yesterday through Tuesday); 10 (Cedar Rapids, Iowa, Wednesday-Thursday); 11 (Minneapolis, Friday-Saturday). Next week James H. Moore, WSLS-TV Roanoke, Va., will lead TV clinics at Districts 9 (Milwaukee, Sept. 28-29); 8 (Indianapolis, Sept. 30-Oct. 1); 7 (Cincinnati, Oct. 1-3).

FELLOWS CITES RADIO, TV ACCORD

NARTB President tells West Coast district meetings and luncheon groups that AM, riding a steadily upward revenue trend, no longer is beset with competitive problems.

RADIO stations have learned how to live with television and enjoy it, no longer suffering from competitive complexes as they continue to ride a steadily upward revenue trend, NARTB President Harold E. Fellows said last week in a series of addresses to district meetings and luncheon groups on the West Coast.

Looking over developments since the 1952 association meetings, Mr. Fellows said, "I believe it is safe to say that the last vestige of fear about the future of the radio broadcasting system in America has disappeared. Radio has proved its virility, its ability to compete in any market with any medium."

Local business interests are giving more and more attention to radio as an advertising medium, he said, with local leading all other types of radio income. Among instances supporting radio's acceptance in the home, he said, is a 40% increase in locally originated news programming in six years.

Radio Everywhere

Mr. Fellows observed that radio "is not only going to be all over the house and all over the car and all over everyplace else; it won't be long before it will be all over you, too." His reference was based on development of "cigaret-package" receivers using transistors.

One special advantage radio has over other media, he said, is the fact it is a 'worktime" as well as "leisure time" medium. Even so, he added, radio almost invariably comes out on top in surveys showing how much time the average person spends with newspapers, magazines, radio and television.

Referring to TV, he said half the people in the U. S. can receive at least one acceptable signal. He called this progress "amazing." He referred to claims that television is "too expensive" for the advertiser and gave this answer: "The only difficulty is that you can't stay out of it." Rising costs, especially personnel, are affecting all media and motion pictures, he said.

He offered this formula for broadcast station operation: "What radio needs for success in these days of tough competition more than anything else is management brains. And I don't care how active and imaginative your management brains might be, they need the benefit of all of the sound information they can get to do the job on behalf of radio now and in the future."

At the Seattle meeting Richard M. Brown

Starting Sunday Sept. 27th in the Kansas City Market

the Same Strong SELL!

with a NEW approach

Kansas City . . . Mid-America. It's a rich, ripe market. KCMO Radio has been selling millions of dollars of goods and services in Mid-America — for all kinds of sales-minded sponsors — for a long, *long* time. Now that same strong sell hits the Kansas City market September 27 via a fresh approach . . . KCMO-TV, Channel 5.

with a NEW twist

The same kind of top-selling ability that distinguished KCMO Radio in Kansas City is now available on Channel 5, KCMO-TV.

Now on Low-Band TV

Market-wise KCMO now pours its proven salesability into low-band, top-selling TV. Channel 5 is the hot spot — right in the middle of Kansas City's TV selling picture. Ask your Katz man about that same strong sell, tested and seasoned in radio — now available on Channel 5, KCMO-TV.

The Katz Agency, Inc., can tell you about Kansas City . . . Mid-America . . . KCMO Radio and KCMO-TV.

Channel 5
KCMO-TV
KANSAS CITY
basic ABC television

KPOJ Portland, Ore., District 17 director, recalled that radio had reeled from the shock of network rate cuts over two years ago but said, "Managers wouldn't yell quits. They fought back. So radio is gaining as TV expands."

Mr. Richards pointed out that the element of fear in radio has disappeared. "Radio realizes that TV is competing with all media, not just radio," he said.

Mr. Richards reviewed NARTB's five-market study of radio stations, an extensive project in which field investigators explored all the angles of station operation to find out just what makes a station successful and what leads to failure.

Radio's gross continues to go up in radio-TV markets, the studies indicate, though the percentage of its take decreases. Radio should have 20% of the media money spent in a market, Mr. Richards said.

BALCOM, LACK HEAD RETMA BOARD UNITS

RETMA board names industry groups on radio-TV and on electronics from its membership to handle problems relating to these respective fields.

MAX BALCOM of Sylvania Electric Products was elected chairman of the new Radio-Television Industry Committee of the Radio-Electronics-Television Mfrs. Assn.'s board and Fred R. Lack of Western Electric was named chairman of the board's Electronics Industry Committee at sessions in New York last week.

At the same time the Electronics Industry Committee recommended, and the board approved, the employment of a general manager for that committee. He would be a specialist in the field and would serve under President Glen McDaniel, authorities said. The Radio-TV Industry Committee made no similar move.

The actions came during the quarterly, three-day meeting of the RETMA board and principal committees, held Tuesday through Thursday at the Biltmore Hotel. Most of the activity, spokesmen said, related to organizational matters stemming from the recent expansion of the Radio-Television Mfrs. Assn. to include broader representation of electronics manufacturers in the military and similar fields.

The two committees, which were announced Sept. 11, will relieve the RETMA board of many problems relating strictly to the radio-TV or electronics manufacturing fields, according to James D. Secrest, RETMA executive vice president. The RETMA board will continue to decide policy and major financial matters, however, Mr. Secrest said.

In one non-reorganizational development the board went on record, on recommendation of the Subscription TV Committee, as opposing any legislation that would classify pay-as-you-see televison as a common carrier service.

Three new board members were named from the Parts Division: Russell E. Cramer Jr. of Radio Condenser Co., W. Myron Owen of Aerovox Corp., and L. S. Racine of Chicago Standard Transformer Corp.

Dan D. Halpin of Allen B. DuMont Labs was named chairman of the Sales Managers Committee to succeed William L. Dunn of Raytheon Mfg. Co., who was reported to be leaving the industry.

This committee meanwhile named a subcommittee to establish an award for the best sales training program offered by a radio-TV set manufacturer. Mr. Halpin heads the subcommittee, whose other members include Hodge C. Morgan of Bendix; E. G. May of Sentinel Radio; F. Leo Granger of Stromberg-Carlson; Arthur A. Currie of Sylvania; Harry E. McCullough of Avco; Stewart Roberts of Magnavox; R. J. McCusken of Westinghouse, and R. J. Sherwood, formerly of Hallicrafters.

A. L. Chapman of Sylvania was named to the Set Division's executive committee.

RADIO-TELEVISION INDUSTRY COMMITTEE

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; E. Alschuler, Sentinel Radio Corp.; W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products Inc.; Floyd W. Bell, Bell Sound Systems Inc.; Robert S. Bell, Packard-Bell Co.; A. Blumenkrantz, General Instrument Corp.; H. C. Bonfig, Zenith Radio Corp.; R. E. Carlson, Tung-Sol Electric Inc.

Herbert W .Clough, Belden Mfg. Co.; Lloyd H. Coffin, CBS-Hytron; B. W. Cooper, Delco Radio Division; Leonard F. Cramer, Avco Mfg. Co.; Laurence B. Dodds, Hazeltine Electronics Corp.; Allen B. DuMont, Allen B. DuMont Labs. Inc.; Harry A. Ehle, International Resistance Co.; J. B. Elliott, RCA Victor Division; E. G. Fossum, Stewart-Warner Electric Division; Harlan B. Foulke, Arvin Industries Inc.

Frank Freimann, Magnavox Co.; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Motorola Inc.; Ralph M. Haarlander, Bendix Radio Division; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. L. Hoffman, Hoffman Radio Corp.; J. J. Kahn, RETMA director; Bernard Kardon, Harmon-Kardon Inc.; D. S. W. Kelly, Allen-Bradley Co .

Arie Liberman, Talk-A-Phone Co.; Matt Little, Quam-Nichols Co.; H. C. Mattes, Raytheon Mfg. Co.; Leslie F. Muter, Muter Co.; T. J. Newcomb, Westinghouse Electric Corp.; W. S. Parsons, Centralab, division of Globe-Union Inc.; A. D. Plamondon Jr., RETMA past president; Ray F. Sparrow, P. R. Mallory & Co. Inc.

Robert C. Sprague, Sprague Electric Co.; J. Hall Stackpole, Stackpole Carbon Co.; Robert C. Tait, Stromberg-Carlson Co.; Charles B. Thornton, Hughes Aircraft Co.; W. Ropp Triplett, Triplett Electrical Instrument Co.; R. G. Zender, Lenz Electric Mfg. Co .

ELECTRONICS INDUSTRY COMMITTEE

Howard C. Briggs, Hoffman Radio Corp.; A. L. Chapman, Sylvania Electric Products Inc.; Sidney R. Curtis, Stromberg-Carlson Co.; Raymond W. Durst, Hallicrafters Co.; Clarence G. Felix, Avco Mfg. Corp.; E. K. Foster, Bendix Radio Division; Harold L. George, Hughes Aircraft Co.; Joseph H. Gillies, Philco Corp.; Frank W. Godsey Jr., Westinghouse Electric Corp.; G. E. Gustafson, Zenith Radio Corp.

George R. Haase, DuKane Corp.; Sidney Harman, Harman-Kardon Inc.; Frank R. Hensel, P. R. Mallory & Co. Inc.; G. W. Henyan, General Electric Co.; H. J. Hoffman, Machlett Labs Inc.; John R. Howland, Stewart-Warner Electric Division; Dorman D. Israel, Emerson Radio & Phonograph Corp.; Laurence A. King, Rola Co. Inc. (subsidiary of Muter Co.); F. R. Lack, Western Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.

Jesse Marsten, International Resistance Co.; K. T. Milne, Delco Radio Division; Byron B. Minnium, Erie Resistor Corp.; William H. Moore, Packard-Bell Co.; A. K. Neff, Stackpole Carbon Co.; Edgar Nessing, F. W. Sickles division of General Instrument Corp.; Daniel E. Noble, Motorola Inc.; Sam Norris, Amperex Electronic Corp.

W. E. Peek, Centralab, division of Globe-Union Inc.; H. H. Seay Jr., Bell Sound Systems Inc.; David T. Shultz, Raytheon Mfg. Co.; Julian K. Sprague, Sprague Electric Co.; Herbert E. Taylor, Allen B. DuMont Labs Inc.; R. L. Triplett, Triplett Electrical Instrument Co.; J. D. Van der Veer, Tung-Sol Electric Inc.; W. W. Watts, RCA Victor Division; Richard A. Wilson, Magnavox Co.

Midwest Color Premiere Slated for ANA Conclave

MIDWEST premiere of compatible color television will be presented by NBC during the annual Assn. of National Advertisers convention in Chicago this week, with the network scheduling two demonstrations for the benefit of delegates.

First demonstration will take place by closed circuit from New York today (Monday) at 5-5:30 p.m. Special press showing will be held 2-2:30 p.m. Tuesday in the Drake Hotel, site of the ANA conclave.

After the telecast Tuesday Sylvester L. (Pat) Weaver, vice chairman of the NBC board, and O. B. Hanson, NBC vice president and chief engineer, will discuss NBC color developments.

RCA-NBC will utilize a number of monochrome and color receivers to demonstrate how color TV may be received on black and white sets.

ANA TO DISSECT TV AT SESSIONS

"WHAT Advertisers Really Want to Know About Television" is the theme which will set the pace for the 44th annual meeting of the Assn. of National Advertisers at Chicago's Drake Hotel today (Monday) through Wednesday.

Advertisers' interest in this medium will be whetted with special demonstrations of compatible color television by NBC from New York (see story below). And they hope and expect to find some ready answers about TV's rising costs.

ANA last week was preparing a few changes in the panel setup for the three-day meet. The changes will entail last-minute substitutions of speakers previously announced along with the agenda [B•T, Sept. 14].

Highlight of the sessions will be a Tuesday morning session including FCC Chairman Rosel Hyde and a group of prominent broadcasters and advertisers, among them ABC President Robert Kintner, CBS Television President J. L. Van Volkenburg, DuMont TV Managing Director Chris Witting, Cox Stations' J. Leonard Reinsch and NBC Vice Chairman Sylvester L. (Pat) Weaver. Edwin W. Ebel, advertising director of General Foods, will serve as moderator.

On the advertising side, Sun Oil Corp., Ford Motor Co., Bristol-Myers Co., Procter & Gamble, Lever Bros.—and one agency, Leo Burnett Co.—will be represented.

Case histories and success stories dealing with effective use of the broadcast media will flavor many of the sessions, with Monday devoted to closed sessions. Other panels will touch on profitable advertising strategy and new responsibilities for advertising.

NBC will provide entertainment for the banquet Tuesday as well as the color TV showings. Sherman Adams, special assistant to President Eisenhower, will address the ANA Wednesday luncheon. Feature of the convention will be a dramatic presentation by the Advertising Council.

SDX Men to Aid Plans For Pyle Honors Oct. 5

A MEMORIAL site to the late Ernie Pyle will be marked Oct. 5 at Indiana U., which Mr. Pyle once attended, by Sigma Delta Chi, professional journalistic fraternity [AT DEADLINE, Sept. 14].

The Oct. 5 occasion, at which Gen. Omar Bradley will speak in honor of the famed war correspondent, is being arranged by a number of committees made up of SDX members. Among members of the committees well known to broadcasters are:

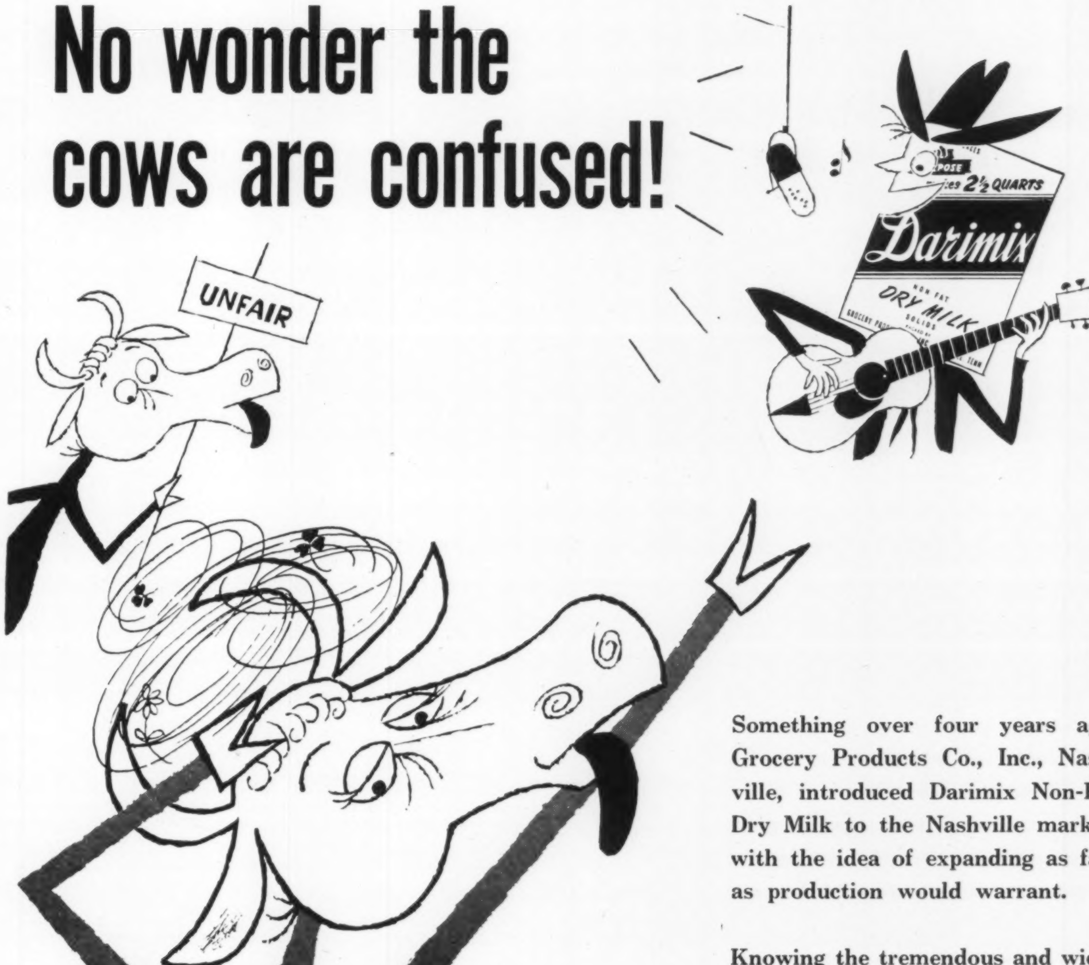
Publicity Committee: Chairman Nelson Poynter, editor-publisher, *St. Petersburg Times* (he also owns controlling interest in WTSP-AM-FM St. Petersburg) and *Congressional Quarterly*; Robert K. Richards, NARTB administrative vice president; Bill Shadel, CBS Radio Washington commentator, and Art King, managing editor, B•T.

Radio and TV Committee: Chairman J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta; Edward R. Murrow, CBS Radio and TV commentator; Frank M. Russell, NBC Washington vice president, and William Ray, NBC Chicago director of news and special events.

Invitations Committee: Theodore F. Koop, CBS Washington and president of the National Press Club, Washington.

Historic Sites Ceremony Committee: Chairman Sol Taishoff, editor-publisher, B•T. Alfred Balk, WBKB (TV) Chicago; Neil Dalton, public relations director, *Louisville Courier-Journal* (WHAS-AM-TV); Irving Dilliard, *St. Louis Post-Dispatch* (KSD-AM-TV); Jack R. Howard, president, Scripps-Howard (which owns a chain of newspapers and radio stations); Messrs. Koop, Murrow, Poynter, Ray, Reinsch, Richards, Russell, and Shadel, and Stoddard White, editorial department, *Detroit News* (WWJ-AM-FM-TV).

No wonder the cows are confused!


UNFAIR
2½ QUARTS
Darimix
NON FAT
DRY MILK
SOLIDS
UNFAIR
TO
COWS
IN
30 STATES
STAN

Something over four years ago, Grocery Products Co., Inc., Nashville, introduced Darimix Non-Fat Dry Milk to the Nashville market, with the idea of expanding as fast as production would warrant.

Knowing the tremendous and widespread impact of WSM's Grand Ole Opry they turned to it as a major weapon in their drive for distrbution.

Did it work? Simon & Gwynn, Darimix agency, reports Darimix current distribution in 30 states. No wonder the cows and competition are confused.

The Darimix story should suggest an unfailing way for you to push a product fast. For details see Tom Harrison or any Petry Man.

WSM *Nashville . . . 650*

Clear Channel 50,000 Watts

Attendance Upswing

ATTENDANCE at NARTB district meetings was running well ahead of recent years during early part of the schedule. Seattle attendance at the opening of the series was 86 compared to 69 last year. San Francisco's total was 72 compared to 50 in 1952. At Los Angeles 55 were registered Thursday-Friday compared to 49 in 1952.

TV's Selling Power Praised by Ken Fry

NOTHING has the impact and selling ability of television, including the "selling" of political candidates, Kenneth D. Fry, former radio-TV director of the Democratic National Committee, said last Monday at a luncheon meeting in Washington of the National Capital Forge of the American Public Relations Assn.

Mr. Fry emphasized the trust which the public places in both radio and TV in presentation of facts. He cited high TV costs and production problems as factors which require careful advance planning of political campaigns and predicted that TV will effect important changes in conventions and whistle stop tours. Closed circuit TV will be more widely used in the future, he acknowledged, for party conferences.

Both Mr. Fry, and Edward T. Ingle, former radio-TV director of the Republican National Committee who was a guest at the luncheon, agreed that the greatest obstacle to effective use of radio-TV by the two major parties was interference and "advice" by non-experts. Mr. Ingle guessed that as a result, the Republicans wasted some $200,000 in programming errors.

Mr. Fry and his wife are moving to Waynesville, N. C., in the next fortnight, where they have purchased WHCC for $36,000 from Holt McPherson and associates, subject to FCC approval [B•T, Aug. 24].

News Programming Up, NARTB AM Survey Shows

NEWS department operation and news programming are drawing increasing interest from radio broadcasters, according to Part 1 of a "News Survey Report" being made part of the agenda of NARTB's series of district meetings, Harold E. Fellows, NARTB president, said last week.

First presentation of the survey was made at the Dist. 17 meeting in Seattle by Robert K. Richards, NARTB administrative vice president. It shows a substantial increase in news programming when compared to a similar study made in 1946.

As a percentage of total programming for the six-year period, news is up 47% (12% to 17.6%) in small stations, 29% (14% to 17.8%) in medium stations and 56% (14% to 21.2%) in large stations.

Of total news, programming local news constitutes 38.2% (4.7 average hours) for large stations, 40.3% (4.8 hours) for medium and 42.1% (4.8 hours) for small.

Some two-thirds of stations answering NARTB questionnaires thought news was more important today than five years ago, 30% thought it about the same and a small minority considered it less important.

DESPITE TV, RADIO UP 6.5% IN '52—DOHERTY

Opening NARTB district meetings hear that radio revenue increased 2.1% in TV markets during 1952, with a total increase of 6.5% for that year. Revenue was up 10.6% for stations in non-TV markets, NARTB's Richard Doherty tells meetings at Seattle, Los Angeles and San Francisco.

INCOME of radio stations operating in markets having television service increased last year over 1951, Richard P. Doherty, NARTB employe-employer relations vice president and nationally known economist, told the opening NARTB district meetings last week. (Other stories pages 34 and 36).

Addressing NARTB delegates in Seattle, San Francisco and Los Angeles, Mr. Doherty said total 1952 broadcast revenue of radio stations in the U. S. was 6.5% over the 1951 total. This figure did not include the small group of network owned and operated stations.

Explaining the TV area record of radio stations, Mr. Doherty said the 470 aural stations in 63 television markets showed an aggregate revenue increase of 2.1% in 1952 over the 1951 total.

This increase occurred despite the unprecedented growth of the visual medium last year, with its constantly soaring advertising revenues.

The 1,629 radio stations in markets without TV showed a revenue increase of 10.6% in 1952, a relatively higher rate of expansion as compared to radio stations in television markets.

Mr. Doherty said the analysis of station incomes shows the basic soundness of aural broadcasting in view of its ability to maintain the three-decade upward trend in revenues.

Cites 1952 Figures

Further evidence of the strength of radio, he said, was shown by an analysis of profit-loss figures. The number of red-ink radio operations in 1952 was the lowest in the five years since the postwar boom started to subside and television entered the advertising scene.

Roughly, about one out of six stations lost money in 1952, according to Mr. Doherty. In 1951 one out of five stations lost money compared to one out of four in 1950 and one out of three in 1949.

The analysis by Mr. Doherty was made in collaboration with the NARTB Research Dept., of which Richard M. Allerton is manager. Both FCC annual income data and questionnaire data obtained from the industry by NARTB are used in the compilations.

Analyzing 1952 average income of aural broadcast stations, Mr. Doherty found that clear-channel stations showed a slight decrease in revenue-per-station whereas local (250 w) and regional stations showed an increase.

He noted that increases in average revenue per station occurred in the Southeast, North Central and Mountain-Pacific areas of the nation. Slight losses in average income occurred in the Northeast and South Central regions.

In his talks to the West Coast NARTB meetings Mr. Doherty said the operating ratio for stations with a profit showed a drop from 84% to 82%. Conversely, the profitable stations increased their net margin of profit (before taxes on revenue received) from 16% to 18%.

This profit margin, he explained, naturally was substantially lower after payment of taxes.

Total labor costs in 1952 increased as a per cent of total operating expenses of broadcast stations, according to Mr. Doherty, but continued to absorb about the same share of the revenue dollar.

Practically all of the decline in operating expense was caused by cutting of general administrative expenses, he said. These included such items as salaries of managers, depreciation, losses on bad debts, and related items.

The breakdown thus shows that cuts in operating expenses have not affected labor, Mr. Doherty pointed out.

The total salaries paid to technical, program and selling staffs increased in line with rising station revenues, he said, thereby continuing to absorb about the same share of these revenues. Administrative salaries, however, fell off slightly as a percentage of station revenue.

Station talent expenditures (exclusive of networks and network owned and operated stations) increased $8½ million, running 70% higher than 1951 as a percentage of aggregate station revenue.

Total money spent by stations for selling expenses was above the 1951 figure, absorbing a slightly larger percentage of revenue. This trend occurred in all classes of stations but those in the $50,000-$75,000 revenue group.

Stations in the Southeast showed the most improvement in the profit margins in 1952 over 1951, according to Mr. Doherty. Only region to show a loss in profit margin was the Northeast. The Southeast region also showed the lowest operation ratio in 1952, with the highest in the Northeast.

Mr. Doherty told the district meetings that management must give more attention to labor manpower matters. He said there has been a substantial increase in the demand for TV employes.

Looking ahead, he emphasized that 1954 will be the year management must lay special stress on good personnel relations. Rapid growth of television broadcasting will lead to a high turnover in radio station personnel, he said, with many engineers, announcers and salesmen to be hired from radio as well as other TV stations.

High employment opportunities are occurring in most skilled lines, Mr. Doherty said in reviewing the general economic picture, and this will affect availability of personnel for broadcasters, particularly time salesmen.

Unionization of television stations, he said, is creating an increasing challenge for radio management in the field of labor relations.

Godfrey Tops Trendex

TOP ten Trendex ratings for evening sponsored network programs, based on one live program for the week of Sept. 1-7, showed CBS-TV's *Arthur Godfrey's Talent Scouts* in first place. Complete listing follows:

1.	Arthur Godfrey's Talent Scouts (CBS)	35.7
2.	Racket Squad (CBS)	32.8
3.	Dragnet (NBC)	32.6
4.	Toast of the Town (CBS)	26.8
5.	What's My Line? (CBS)	26.4
6.	Godfrey's Friends (CBS)	24.9
7.	Burns & Allen (CBS)	24.5
8.	Ford Theatre (NBC)	24.4
9.	The Web (CBS)	22.2
10.	Man Against Crime (CBS)	22.0

ral Corporation • The American Tobacco Company • August Wagner Brewing Compa
er Bread Company • Bendix Home Appliances • Benrus Watch Company • Borden
iry Company • Brewing Corporation of America • Burkhardt Brewing Company •
rger Brewing Company • Chrysler Corporation • Commercial Printing Company •
osley Corporation • DeSoto-Motor Corporation • Felber Biscuit Company • Gener
ods Corporation • George Wiedemann Brewing Company • Gillette Safety Razor Compa
Griffin Manufacturing Company • Gulf Oil Company • Irvin Meadow Gold Dairy •
ol Cigarettes • Koolvent Awning Company • Krantz Brewing Company • Lever Brothe
mpany • Morgen-David Wines, Incorporated • Mutual of Omaha Insurance Company •
ckle's Bakery Company • Ohio Bell Telephone Company • Ohio Fuel Gas Company •
ar Bakery, Incorporated • Pfeiffer Brewing Company • Quaker Oats Company • Rad
rporation of America • Red Top Brewing Company • Rival Dog Foods Company • Sc
per Company • Sealy Mattress Company • Singer Sewing Machine Company • S.O.
mpany • Standard Oil Company of Ohio • Stroh Brewing Company • Sun Oil Compa
e Toni Company • iceroy Cigarettes
miral Corporation he American Tobacc
mpany • August Wagner Brewing Co
• Baker Bread ompany • Benc
me Appliances • enrus Watch Compa
rden Dairy Company Brewing Corporat
America • Burk rdt Brewing Compa
rger Brewing Compa y • Chrysler C

Day By Day, More National and Regional Advertisers are Discovering it Takes WHIZ-TV to Make Sales in Southeastern Ohio.

Join This Ever-Expanding Group of Smart Advertisers and SELL the Zanesville, Ohio Trading Area . . . Covered Exclusively From Within By . . . . . .

Established
May 23, 1953

WHIZ-TV

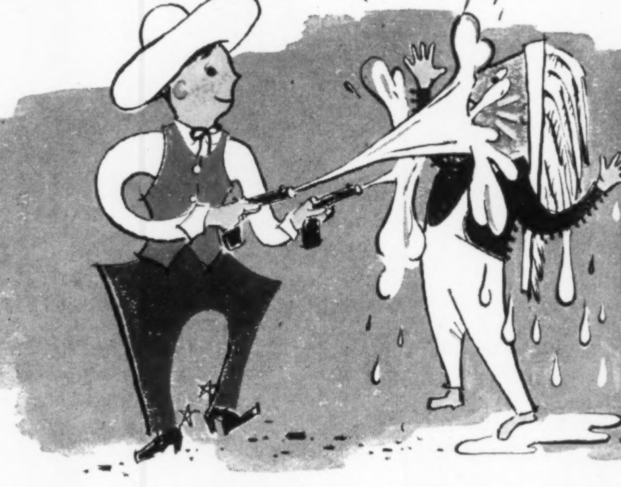
Zanesville,
Ohio

PRIMARY AFFILIATE NBC - CBS - ABC - DuMONT

REPRESENTED NATIONALLY By JOHN E. PEARSON, TV, Inc.

ation • Commercial Printing Company • Crosley Corporation • DeSoto-Motor Corp
tion • Felber Biscuit Company • General Foods Corporation • George Wiedemann
rewing Company • Gillette Safety Razor Company • Griffin Manufacturing Company
lf Oil Corporation • Irvin Meadow Gold Dairy Company • Kool Cigarettes • Ko
nt Awning Company • Krantz Brewing Company • Lever Brothers Company • Moger
vid Wines, Incorporated • Mutual of Omaha Insurance Company • Nickle's Bakery
ompany • Ohio Bell Telephone Company • Ohio Fuel Gas Company • Omar Bakery, I
rporated • Pfeiffer Brewing Company • Quaker Oats Company • Radio Corporati
America • Red Top Brewing Company • Rival Dog Foods Company • Scott Paper
ompany • Sealy Mattress Company • Singer Sewing Machine Company • S.O.S. Compa
Standard Oil Company of Ohio • Stroh Brewing Company • Sun Oil Company •
e Toni Company • Viceroy Cigarettes • Willys Motors, Incorporated • Admi
rporation • The American Tobacco Company • August Wagner Brewing Company • Bak

Dominate with either!



Saturate with both!

Buy the best part of the big Miami Valley Market with WHIO-TV and/or WHIO-AM

Reach for it, pardnuh! Reach for the prosperous, 485,000-family Miami Valley Market. Your best buy is WHIO-TV or WHIO Radio or BOTH. Here are some figures—*good* figures—well within your reach.

On WHIO-TV, you see 11 of the top 15 once-a-week shows which corral most of the Miami Valley viewers. And 7 of the top 10 multi-weekly shows in the entire WHIO-TV service area are seen on WHIO-TV. Figures from July Pulse.

On WHIO Radio, 52,510* *more* sets are tuned to WHIO Daytime Radio than to Station "B," and 37,980* *more* are tuned to WHIO than to Station "C." Figures for nighttime are just as impressive. All figures from Nielson Coverage Service released in July, and their report also proves that WHIO Radio covers more *area* and more *county* markets than either "B" *or* "C" stations.

Everybody's got figures. Ours add up to this: Your best buy in the Miami Valley area is WHIO-TV . . . is WHIO Radio . . . is BOTH! Availabilities and more figures from George P. Hollingbery representatives.

**4-week cumulative figures, Nielson Coverage Service. Weekly and Average Day breakdown supplied on request.*

whio TV AM FM

DAYTON OHIO

TELESTATUS®

TV Stations on Air & Weekly Set Summary—Sept. 21, 1953

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

		Sets in Station Area	
City	Outlets on Air	vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	....
Mobile	WALA-TV	32,360	....
	WKAB-TV	....	36,900
Montgomery	WCOV-TV	....	12,800
ARIZONA			
Mesa	KTYL-TV	71,500	....
Phoenix	KPHO-TV	71,500	....
Tucson	KOPO-TV	12,721	....
ARKANSAS			
Fort Smith	KFSA-TV	....	....
Little Rock	KRTV	....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	....	15,000
Chico	KHSL-TV	....	....
Fresno	KMJ-TV	....	40,458
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	....
	KETH	....	....
San Diego	KFMB-TV	184,700	....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	....
San Luis Obispo	KVEC-TV	....	....
Santa Barbara	KEYT	371,332	....
COLORADO			
Colorado Springs	KKTV	30,253	....
Denver	KBTV, KFEL-TV	158,350	....
Pueblo	KCSJ-TV	30,000	....
	KDZA-TV	35,000	....
CONNECTICUT			
Bridgeport	WICC-TV	....	14,494
New Britain	WKNB-TV	....	74,050
New Haven	WNHC-TV	635,190	....
DELAWARE			
Wilmington	WDEL-TV	146,391	....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	....
FLORIDA			
Ft. Lauderdale	WFTL-TV	....	....
Jacksonville	WMBR-TV	137,641	....
Miami	WTVJ	188,000	....
Pensacola	WEAR-TV	....	....
St. Petersburg	WSUN-TV	....	39,000
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	....
Macon	WETV	....	15,200
Rome	WROM-TV	75,500	....
HAWAII			
Honolulu	KGMB-TV	27,000	....
	KONA	34,000	....
IDAHO			
Boise	KIDO-TV	8,200	....
ILLINOIS			
Belleville	WTVI	....	127,000
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	....
Decatur	WTVP	....	66,300
Peoria	WEEK-TV	....	86,005
Quincy	WGEM-TV	27,200	....
Rockford	WTVO	....	42,000
Rock Island	WHBF-TV	215,000	....
INDIANA			
Bloomington	WTTV	240,000	....
Indianapolis	WFBM-TV	382,000	....
Lafayette	WFAM-TV	....	20,350
Muncie	WLBC-TV	....	32,500
South Bend	WSBT-TV	....	71,469
IOWA			
Ames	WOI-TV	142,085	....
Davenport	WOC-TV	215,000	....
Sioux City	KVTV	56,896	....
KANSAS			
Hutchinson	KTVH	45,440	....
Wichita	KEDD	....	....
KENTUCKY			
Louisville	WAVE-TV	288,998	....
	WHAS-TV	205,544	....
LOUISIANA			
Baton Rouge	WAFB-TV	....	28,600
Monroe	KFAZ	....	9,800
New Orleans	WDSU-TV	204,589	....
MAINE			
Bangor	WABI-TV	34,000	....
Portland	WPMT	....	....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	....
Springfield	WHYN-TV, WWLP	....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	....
Tijuana (San Diego, Calif.)	XETV	211,920	....
MICHIGAN			
Ann Arbor	WPAG-TV	....	10,700
Battle Creek	WBKZ-TV	....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,100,000	....
Grand Rapids	WOOD-TV	256,874	....
Kalamazoo	WKZO-TV	306,124	....
Lansing	WJIM-TV	227,000	....
Saginaw	WKNX-TV	....	40,100
MINNESOTA			
Austin	KMMT	56,547	....
Duluth	WFTV	....	31,500
Minneapolis	WCCO-TV, WTCN-TV	394,300	....
St. Paul	KSTP-TV, WMIN-TV	394,300	....
Rochester	KROC-TV	40,000	....
MISSISSIPPI			
Jackson	WJTV	....	24,103
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	323,062	....
	KCTY	....	45,145
St. Louis	KSD-TV	526,000	....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	....
MONTANA			
Butte	KOPR-TV, KXLF-TV	....	....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,360	....
Omaha	KMTV, WOW-TV	197,797	....
NEVADA			
Las Vegas	KLAS-TV	8,700	....
NEW JERSEY			
Atlantic City	WFPG-TV	....	13,635
Newark	WATV	3,520,000	....
NEW MEXICO			
Albuquerque	KOAT-TV, KOB-TV	30,744	....
Roswell	KSWS-TV	8,327	....
NEW YORK			
Binghamton	WNBF-TV	152,787	....
Buffalo	WBEN-TV	533,306	....
	WBES-TV, WBUF-TV	....	37,734
Elmira	WTVE	....	9,500
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,565,000	....
Rochester	WHAM-TV	190,000	....
Schenectady	WRGB	279,500	....
Syracuse	WHEN, WSYR-TV	220,822	....
Utica	WKTV	123,000	....
NORTH CAROLINA			
Asheville	WISE-TV	....	....
Charlotte	WBTV	340,546	....
Greensboro	WFMY-TV	179,740	....
Raleigh	WNAO-TV	....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	....	....
Minot	KCJB-TV	7,004	....
OHIO			
Akron	WAKR-TV	....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	....
Cleveland	WEWS, WNBK, WXEL	787,389	....
Columbus	WBNS-TV, WLWC, WTVN	306,950	....
Dayton	WHIO-TV, WLWD	278,000	....
Lima	WLOK-TV	....	12,497
Toledo	WSPD-TV	228,000	....

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
295,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

IN THE
Upper Midwest...

THE GREATEST
NAMES, THE
BIGGEST STARS
THE SMARTEST
ADVERTISERS
ARE ON
KSTP-TV
AND THAT'S
WHERE YOU
SHOULD BE

KSTP-TV
NBC
REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
Youngstown	WFMJ-TV, WKBN-TV	....	71,928
Zanesville	WHIZ-TV	....	8,905
OKLAHOMA			
Lawton	KSWO-TV	31,221	....
Okla. City	WKY-TV	221,408	...
Tulsa	KOTV	156,325	....
OREGON			
Medford	KBES-TV	....	....
Portland	KPTV	....	108,007
PENNSYLVANIA			
Altoona	WFBG-TV	346,462	....
Bethlehem	WLEV-TV	....	31,636
Easton	WGLV	....	33,020
Erie	WICU	197,000	....
Harrisburg	WHP-TV, WTPA	....	66,400
Johnstown	WJAC-TV	680,018	....
Lancaster	WGAL-TV	233,526	....
New Castle	WKST-TV	....	44,948
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	....
Pittsburgh	WDTV	683,000	....
	WENS, WKJF-TV	....	100,000
Reading	WEEU-TV	....	54,633
	WHUM-TV	....	127,350
Scranton	WGBI-TV, WTVU	....	50,000
Wilkes-Barre	WBRE-TV	....	104,000
York	WSBA-TV	....	65,100
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	....
SOUTH CAROLINA			
Charleston	WCSC-TV	35,000	....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	35,360	....
TENNESSEE			
Memphis	WMCT	218,200	....
Nashville	WSM-TV	122,657	....
TEXAS			
Abilene	KRBC-TV	9,140	....
Amarillo	KFDA-TV, KGNC-TV	30,377	....
Austin	KTBC-TV	43,844	......
Dallas	KRLD-TV, WFAA-TV	295,000	......
El Paso	KROD-TV, KTSM-TV	29,392	......
Ft. Worth	WBAP-TV	272,483	......
Galveston	KGUL-TV	235,000	......
Houston	KPRC-TV, KUHT	265,000	......
Lubbock	KCBD-TV, KDUB-TV	31,054	......
San Angelo	KTXL-TV	6,000	......
San Antonio	KEYL, WOAI-TV	155,053	......
Texarkana	KCMC-TV	15,370	......
Tyler	KETX	....	......
Wichita Falls	KFDX-TV, KWFT-TV	39,500	......
UTAH			
Salt Lake City	KDYL-TV	131,200	......
	KSL-TV	131,200	......
VIRGINIA			
Lynchburg	WLVA-TV	73,154	......
Norfolk	WTAR-TV	195,290	......
Richmond	WTVR	174,182	......
Roanoke	WSLS-TV	91,600	......
WASHINGTON			
Bellingham	KVOS-TV	25,000	......
Seattle	KING-TV	282,900	......
Spokane	KHQ-TV, KXLY-TV	37,644	......
Tacoma	KMO-TV, KTNT-TV	282,900	......
Yakima	KIMA-TV	....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	227,132	......
WISCONSIN			
Green Bay	WBAY-TV	69,223	......
Madison	WKOW-TV	....	......
	WMTV	....	10,000
Milwaukee	WTMJ-TV, WCAN-TV	447,432	......
Oshkosh	WOSH-TV	....	4,000

Total Stations on Air 239*
Total Cities with Stations on Air 164*
Total Sets in Use 27,055,299

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

TV SHIPMENTS UP 39% IN '53

TV SET shipments during the first seven months of 1953 were nearly 39% higher than the corresponding 1952 period, Radio-Television-Electronics Mfrs. Assn. announced last week. From January through July, 3,335,262 sets were shipped, compared to 2,406,757 sets for the 1952 period. July shipments were 313,012 this year and 288,247 last year.

Shipments to dealers for the seven months ending July 31, 1953:

State	Total	State	Total
Ala.	54,440	Neb.	28,198
Ariz.	23,223	Nev.	2,349
Ark.	21,873	N. H.	10,947
Calif.	264,834	N. J.	89,925
Colo.	44,115	N. M.	9,724
Conn.	49,718	N. Y.	314,778
Del.	7,916	N. C.	63,529
D. C.	27,856	N. D.	8,270
Fla.	59,293	Ohio	200,671
Ga.	56,109	Okla.	64,041
Idaho	8,950	Ore.	44,049
Ill.	195,802	Pa.	281,831
Ind.	110,302	R. I.	14,927
Iowa	68,100	S. C.	28,961
Kan.	36,521	S. D.	9,049
Ky.	48,447	Tenn.	48,024
La.	47,827	Tex.	215,307
Me.	26,763	Utah	23,271
Md.	41,963	Vt.	5,902
Mass.	104,786	Va.	73,583
Mich.	138,745	Wash.	79,199
Minn.	59,069	W. Va.	44,229
Miss.	26,305	Wis.	68,043
Mo.	80,570	Wyo.	1,530
Mont.	1,461		
		Grand Total	3,335,262

Nielsen Finds Love For 'Lucy' Strong for PM's Replacement

PHILIP MORRIS & Co., which practically monopolized last winter's ratings with its *I Love Lucy*, seems to be enjoying comparable success with its summer replacement, *Racket Squad*.

According to National Nielsen Rating for the two weeks ending Aug. 22, the latter show earned top place by a comfortable margin in both the number of TV homes reached and the percent of TV homes reached in program station areas.

The entire report shows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Racket Squad (CBS)	10,842
2	All-Star Football Game (DTN)	9,228
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	9,189
4	Westinghouse Theatre (CBS)	8,566
5	Goodyear TV Playhouse (NBC)	8,394
6	Dragnet (NBC)	8,203
7	Pabst Blue Ribbon Bouts (CBS)	8,158
8	Arthur Godfrey & Friends (Toni-Gillette) (CBS)	8,018
9	Toast of the Town (CBS)	7,920
10	Arthur Godfrey's Scouts (CBS)	7,892

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Racket Squad (CBS)	47.1
2	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	41.2
3	Westinghouse Theatre (CBS)	40.9
4	All Star Football Game (DTN)	39.5
5	Arthur Godfrey's Scouts (CBS)	39.4
6	Toast of the Town (CBS)	38.0
7	Goodyear TV Playhouse (NBC)	36.6
8	Dragnet (NBC)	36.3
9	What's My Line (CBS)	35.9
10	Pabst Blue Ribbon Bouts (CBS)	35.6

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on the air mid-fall 1953

Central South Carolina's only

VHF

TELEVISION STATION

- Service begins mid-fall 1953
- NBC and CBS programs
- Starting with 106,500 watts effective radiated power
- Antenna 640 feet above average terrain
- Serving one million South Carolinians (including billion-dollar Savannah River H-Bomb plant area)
- Only VHF facility allocated by FCC within 65-mile radius of Columbia
- Experienced staff has operated two studio camera chains and related equipment for more than a year in regular, twice-weekly workshop sessions
- For availabilities, rates and further details, call your Free & Peters man

WIS-TV

CHANNEL 10

COLUMBIA, SOUTH CAROLINA

G. Richard Shafto
President

Charles A. Batson.
Managing Director

'110 Million Promotion'

GROWTH of radio circulation during 1952—to a total of 110,000,000 sets in use and 44,800,000 radio homes in the U. S.—is pointed up in an eight-page, four-color presentation being distributed by BAB to its members last week. Based on estimates prepared annually by research directors of the four national radio networks, the presentation notes that sets in use increased by 4,700,000 and radio homes by 2,000,000 during 1952. Radio set sales during the first six months of 1953, the report adds, totaled 7,267,000—33% more than during the comparable period of 1952.

EXPORTERS PLACE 14% WITH RADIO

RADIO will get $10.8 million and TV $1.5 million of the estimated $77 million which U. S. firms will spend in export advertising in 1953, according to a survey released last week by the Export Adv. Assn. of New York.

While radio's total put it in third place among media used in export advertising—less than a million behind foreign newspapers—the radio medium was described as "far in the lead" in the field of advertising for U. S. companies' foreign branches, subsidiaries, etc., where it received 25% of an estimated overall $85 million to $170 million allocation in this category.

In the export advertising field, the top medium was what was called "a surprising dark horse," sales promotion and point-of-purchase materials, which were found to receive $16 million or 21%. Foreign newspapers ranked second with $11.6 million, or 15%, compared to radio's $10.8 million or 14%.

No dollar estimates were made of expenditures for advertising for foreign branches and subsidiaries as distinct from export advertising. On a percentage basis, however, radio was first with 25%, foreign newspapers second with 21%, foreign magazines third with 15%, and sales promotion and point-of-purchase materials fourth with 11%.

Television accounted for 4%—equal to the total estimated for U. S. international consumer magazines and newspapers, slightly below direct mail and billboards (6% each) and above U. S. international trade journals (3%).

In the field of export advertising by U. S. companies, it was found that radio accounts for 13% and TV 1% of the budgets of drugs and toiletries companies; radio 22% and TV 4% in the case of manufacturers of radios, other consumer durables and parts; radio 20% and TV 3% in the field of machine tools, electrical, radio and other machinery.

A study of media allocations according to size of advertiser's budget showed that "the percentage of expenditures going into radio and TV increases steadily as the size of export advertising budgets increases," the report said. A table indicated that radio got 1% of the budgets that were under $5,000; 2% in the case of those between $5,000 and $25,000; 4% of those in the $25,000 to $50,000 range; 9% of those between $50,000 and $100,000; 17% in the $100,000 to $500,000 category, and 15% in the case of those exceeding $500,000. Television's share was less than 0.5% in the case of those up to $25,000, 1% in all other brackets up to $500,000, and 2% in the case of those amounting to more than $500,000.

NAEB COMPARES 1-STATION MARKET

DIFFERENCES between TV programming in a one-station market and in one with several stations are pointed up in a monitoring report published last week by the National Assn. of Educational Broadcasters.

Comparing findings made by monitoring WNHC-TV New Haven for the week of May 15-21, 1952, with those made by monitoring New York's seven stations for a week in January of the same year, the report is the fifth of its kind prepared by NAEB but the first to deal with a one-station market. Like those which preceded it, the study was conducted under the direction of Prof. Dallas W. Smythe, U. of Illinois, formerly of the FCC.

Among the findings (based on the respective weeks studied):

- WNHC-TV broadcast 117 hours 12 minutes, 31% more than the New York average (89 hours 38 minutes) and 7% more than the New York station which was on the air longest that week, WCBS-TV (110 hours).
- Advertising represented 24% of WNHC-TV air time, or 77% more in volume than on the average New York station and 20% more than the New York station which carried the most, WNBT (TV).
- As among entertainment, information, and orientation type programs, WNHC-TV's program schedule and that of the average New York station were divided along comparable proportions, with entertainment programs dominating both (73% of New Haven program time, 74% in New York).
- The amounts of time allocated to the various categories of entertainment programs varied considerably, however.
- WNHC-TV, affiliated with all four networks, produced 8% of its programming both locally and live, as against almost 50% in the case of the New York stations (of which four are network keys).
- WNHC-TV put on more than twice as many public agency announcements (156) as did the New York station which carried the most (WATV (TV) Newark, 73).

Concedes Difference

The report concedes that WNHC-TV, as the only station in New Haven—although New York stations also may be received there—"could not specialize its program structure as can one of seven stations," but rather must choose programs "to meet its own needs."

Discussing differences between types of entertainment programs on WNHC-TV and on New York stations, the report pointed out:

In the week studied, crime drama ranked first among the types of drama presented by WNHC-TV, totaling 9% as against a 15% average in New York. Domestic drama was second in New Haven with 5%, compared with 4% in New York. Romance drama and comedy drama, with 4% each, ranked third and fourth in New Haven.

WNHC-TV ran ahead of the New York average in time devoted to variety programs and also in information-type programming. Among information programs, it was pointed out, special news events and features alone accounted for almost 9% of WNHC-TV's total program time, whereas the New York average was 0.2%. In all other types of information programming, WNHC-TV was lighter, percentagewise, than the New York average.

COMMITTEE FORMED TO PUSH PAY-SEE

Uhf grantees call for immediate FCC action to establish subscription TV at Philadelphia meeting.

FORMATION of a Broadcasters Committee for Subscription TV was in the making this week, following a meeting of 20-odd TV operators and grantees in Philadelphia Thursday. The committee was scheduled to begin operating Oct. 1.

Meeting in Philadelphia's WIP studios was called by four uhf grantees who petitioned for immediate FCC action in establishing pay-as-you-see TV [B•T, Aug. 10].

In addition to the establishment of a formal group to carry on the fight to persuade the FCC to authorize pay-TV, last week's meeting also heard speakers urge that subscription TV be taken under the wing of all operators, not only uhf.

Subscription TV is the possible difference between marginal operation and profitable operation, the meeting was told—particularly for independent, non-network affiliated stations.

Suggestion that TV stations might go into quasi-partnership with local theatre exhibitors, to exhibit first run films on TV through pay-as-you-look systems, was received with great interest by the audience.

Disavowing any intention of giving up their CPs if subscription TV is not quickly forthcoming, the leaders of the meeting emphasized that their whole intention was to use subscription TV as a supplement to regular free-TV as a new program and revenue source.

Morning Speakers

Morning session was devoted to a discussion of TV economics. Meeting heard Richard Davis, WELI-TV New Haven explain the purposes of the Broadcasters Committee for Subscription TV—including the appointment of an operating executive and counsel.

Ralf Brent, WIP-TV Philadelphia, related subscription TV to the price paid by readers for copies of newspapers and magazines. *Life* magazine, without the income brought in from circulation sales, would have to increase advertising rates by $50,000 a page, Mr. Brent said. Or, he added, it would have to cut operating cost, eliminating features, coverage and editorial matter.

Subscription-TV, Mr. Brent said, not only means new program sources to the benefit of the public, but also new revenues for TV stations. He also emphasized that pay-TV operated by uhf stations would hasten conversions by set owners with vhf-only sets.

Paul F. McNamara, International Telemeter Corp. spokesman, put forth the cooperative TV-theatre exhibitor venture. He suggested that the station might sell time to the exhibitor for the running of feature films through a subscription-TV arrangement. Or, he commented, the station and the exhibitor might enter into a percentage arrangement. And, possibly, he added, the station might go into the exhibition business itself, dealing directly with the distributors.

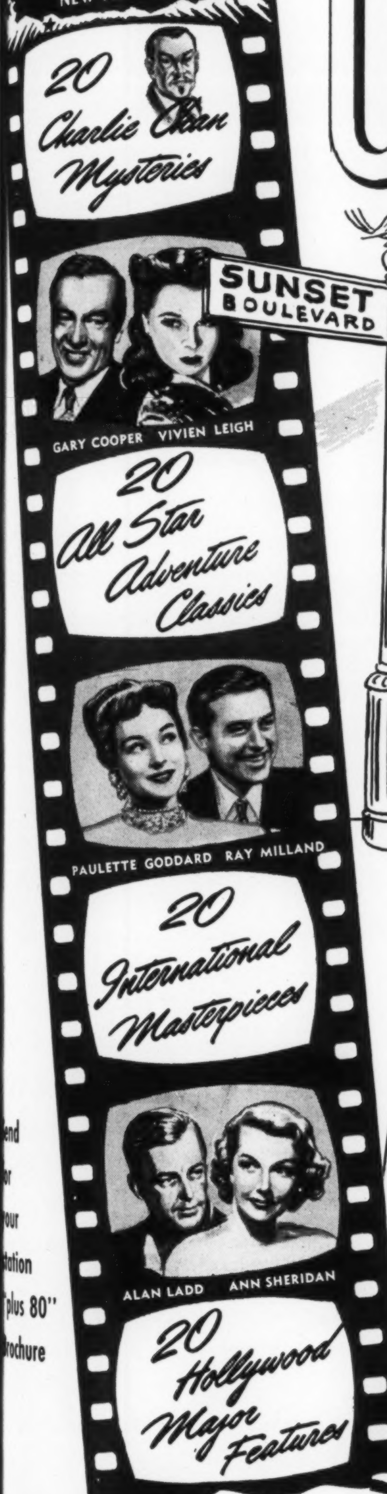
Telemeter has already announced it intends to begin a closed circuit subscription TV experiment in Palm Springs, Calif., in cooperation with a local theatre exhibiter [B•T, Sept. 7]. Telemeter operates a community television system in Palm Springs.

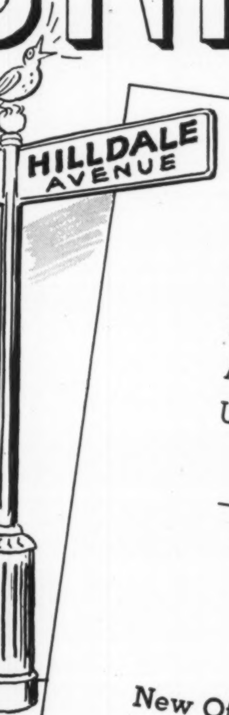
Telemeter's plan for subscription TV is

EXTRA! EXTRA! IT'S HEADLINE NEWS!

UNITY *Goes Hollywood*

UNITY presents "*plus 80*"
NEW STARS • NEW FILMS
NEW PROGRAMS!


20 Charlie Chan Mysteries
GARY COOPER VIVIEN LEIGH
20 All Star Adventure Classics
PAULETTE GODDARD RAY MILLAND
20 International Masterpieces
ALAN LADD ANN SHERIDAN
20 Hollywood Major Features


SUNSET BOULEVARD
HILLDALE AVENUE

to serve the 11 Western States!

CALIFORNIA
OREGON
NEW MEXICO
ARIZONA
UTAH
IDAHO
COLORADO
MONTANA
WYOMING
NEVADA
WASHINGTON

—plus the Hawaiian Islands and Alaska

★ ★ ★ ★ ★ ★ ★

New Offices • New Prints • New Local Services • direct from Hollywood • quicker, more economical service for all TV stations west of Denver.

Write, wire or phone for the new Unity 1953 catalogue

1001 TITLES *from* UNITY!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

UNITY TELEVISION CORPORATION

UNITY TELEVISION CORP *of California*

8951 Sunset Boulevard • Hollywood 46, California • CRestview 4-5693
West Coast Manager "Connie" Lazar

end
or
our
tation
"plus 80"
rochure

through the use of a coin-box attached to the TV receiver to clear up the scrambled signal which will be broadcast to all viewers.

Millard C. (Tex) Faught, representing Zenith Radio Corp., Chicago radio-TV manufacturer and promoter of the Phonevision system of pay-TV, emphasized that sponsored TV and subscription TV are complementary, not mutually exclusive.

James M. Landis, former Harvard U. law school dean and government official, representing Skiatron Electronics & Television Corp., declared that all advertising budgets in America are insufficient to support 500 TV stations operating 10 hours daily. And, he warned, the FCC has allocated channels for 2,000 TV stations.

Coded Card

Skiatron's system, called Subscriber-Vision, uses a coded card to decode the distorted signal received on all sets.

A message was also read from Glen McDaniel, Radio-Electronics-Television Manufacturers Assn. president, who said that RETMA was sympathetic to all new developments in broadcasting and that if the FCC approved subscription TV, the manufacturers would be ready with the equipment.

Also speaking were Ned Irish, president of Madison Square Garden; Abel Greene, commissioner of the National Boxing Commission, whose speech was read by Morris Mogelever, New Jersey State Boxing Commission, and Robert A. Hall, 1952 TV Committee chairman of the National Collegiate Athletic Assn. and former Yale U. athletic director.

Boyd Chairman

Meeting was chairmanned by Hugh N. Boyd, WDHN (TV)-*New Brunswick* (N. J.) *Home News*, one of the four uhf grantees who sponsored the initial petition to the FCC. Others were WELI-TV New Haven, WIP-TV Philadelphia, and WSTF (TV) Stamford, Conn. They were joined later by WACH (TV) Newport News, Va., and WOCN (TV) Atlantic City, N. J.

Present at the Philadelphia meeting were:

C. J. Thornquist, WIFE (TV) Dayton, Ohio; John Doley, WACH (TV) Newport News, Va.; Fred Weber, WFPF-TV Atlantic City; Julian Shinnell, WLBR-TV Lebanon, Pa.; Henry M. Solomon, WTEV (TV) New Bedford, Mass.; Gerald J. Morey, WNLC-TV New London, Conn.; Dwight W. Martin, WOR-TV New York; Wendell Lund, WSTF (TV) Stamford, Conn.; Joseph Lang, WIBG-TV Philadelphia; Ewing B. Hawkins, WILM-TV Wilmington, Del.; Gordon Giffen, WKDN Camden, N. J.; Ewart M. Blaine, WEEU-TV Reading, Pa.

Fred L. Bernstein, WTTM-TV Trenton, N. J.; Benedict Gimbel Jr. and Ralf Brent, WIP-TV Philadelphia; Vincent M. Gaughan, WBES-TV Buffalo, N. Y.; Charles J. Truit, WBOC-TV Salisbury, Md.; Richard Davis, Rudy Frank and Fred King, WELI-TV New Haven, Conn.; Hugh N. Boyd and Will Baltin, WDHN (TV) New Brunswick, N. J.; Louis A. Novins and Paul F. McNamara, International Telemeter Corp.; Millard C. Faught and Peter Van Beek, Zenith Radio Corp.; James M. Landis, Skiatron Electronics & Television Corp.; William N. Reynolds, RETMA.

Sidney Dean, McCann-Erickson; Theodore Schlanger, Stanley-Warner Theatres Corp.; E. Stratford Smith, Welch, Mott & Morgan, Washington; Robert M. Booth Jr., Bingham, Collins, Porter & Kistler, Washington; Ned Irish, Madison Square Garden president; Morris Mogelever, New Jersey State Athletic Commission; Robert A. Hall, former Yale U. athletic director and 1952 chairman of the NCAA TV committee.

SEVEN TVs WIN FCC APPROVAL; AUGUSTA GETS ITS FIRST GRANTS

Commission awards channels to applicants at Augusta; Lafayette, La.; Paducah, Ky.; Merced and Corona, Calif. Four of the new permittees are vhf; three are uhf.

FIRST new TV station grants for Augusta, Ga., on vhf Chs. 6 and 12 and share-time permits for Lafayette, La., on vhf Ch. 10 were approved by FCC last week along with new uhf authorizations for Paducah, Ky., Merced, Calif., and Corona, Calif., the latter part of the Greater Los Angeles area.

The two vhf grants at Augusta involved an agreement among almost all of the applicants for those channels, with the permits being issued to Georgia-Carolina Broadcasting Co. (WJBF) for Ch. 6 and to Radio Augusta Inc. (WRDR) for Ch. 12.

Martin Theatres of Georgia, which gave up its Ch. 6 bid, received an option to purchase 22.5% interest in Georgia-Carolina for $100,000. Similarly, J. I. Sims, whose Augusta TV Co. application for Ch. 12 was dismissed, received an option for 22.5% interest for $100,000 in the Ch. 6 grantee.

Melvin H. Purvis and associates, doing business as Garden City Broadcasting Co., licensee of WAUG there, withdrew their Ch. 6 application and received no consideration.

Twin States Broadcasting Co., operator of WGAC Augusta, also gave up its application for Ch. 12 but one-third owner and Board Chairman F. Frederick Kennedy received an option to purchase 20% interest in Radio Augusta upon condition he give up his WGAC holding.

Without Prejudice

In both of the Augusta grants, FCC acted without prejudice to any position it may take later when approving applications to effectuate the options involved.

At Lafayette, La., FCC approved share-time stations on Ch. 10 to Evangeline Broadcasting Co., licensee of KVOL there, and to Camellia Broadcasting Co., operator of KLFY Lafayette. The grants were conditioned upon the filing of a time-sharing agreement that will "conduce to the clear establishment of separate identities of the stations in the community."

KOWL Santa Monica, Calif., was awarded uhf Ch. 52 for a new TV station to serve Corona and parts of Los Angeles from a transmitter site atop Mt. Wilson, site of the other Los Angeles area stations.

KOWL-TV is the second uhf grant in the multiple-vhf Los Angeles area. Uhf Ch. 22 KPIK (TV) currently is under construction by John Poole, operator of KBIG Avalon [B•T, Sept. 7].

At Paducah, Ky., uhf Ch. 43 was granted to Paducah TV Corp. following withdrawal of the competitive application of Pierce E. Lackey, owner of WPAD Paducah. Paducah TV Corp. includes New York attorney George Becker, who has aditional TV interests, and other New York businessmen.

The same group also is identified with Merced Television Corp., the new grantee at Merced, Calif., for uhf Ch. 34. The authorization, however, is conditioned upon Mr. Becker's withdrawal from the Merced firm because he already has holdings in five other TV permittees, including Paducah TV Corp.

The Merced grant was facilitated by the dismissal of a competitive application by Merced Broadcasting Co., licensee of KYOS there.

Details of the new grants follow:

Augusta, Ga.—Georgia-Carolina Bcstg. Co. (WJBF) granted vhf Ch. 6 with effective radiated power of 23.4 kw visual and 11.7 kw aural; antenna height above average terrain 610 ft. Options for 22.5% interests at $100,000 each have been given Martin Theatres of Georgia and J. I. Sims.

Augusta, Ga.—Radio Augusta Inc. (WRDW) granted vhf Ch. 12; ERP 102 kw visual and 51.3 kw aural; antenna height above average terrain 650 ft. F. Frederick Kennedy is offered 20% option on condition he give up part ownership of WGAC there.

Paducah, Ky.—Paducah TV Corp. granted uhf Ch. 43; ERP 17.4 kw visual and 8.71 kw aural; antenna height above average terrain 480 ft.

Merced, Calif.—Merced TV Corp. granted uhf Ch. 34; ERP 17.8 kw visual and 8.91 kw aural; antenna height above average terrain 440 ft. Grant conditioned upon withdrawal of George E. Becker since he already holds interest in five TV permittees.

Corona, Calif.—KOWL Bcstg. Co. (KOWL Santa Monica) granted uhf Ch. 52; ERP 38 kw visual and 20.4 kw aural; antenna height above average terrain 2,910 ft. (Mt. Wilson).

Lafayette, La. — Evangeline Bcstg. Co. (KVOL) granted share-time station on vhf Ch. 10; ERP 55 kw visual and 29.5 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Camellia Bcstg. Co.

Lafayette, La.—Camellia Bcstg. Co. (KLFY) granted share-time station on vhf Ch. 10; ERP 55 kw visual and 29.5 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Evangeline Bcstg. Co.

Comr. Robert T. Bartley concurred in the share-time grants at Lafayette but noted that the "growth of sharing time propositions is a result of the failure of a majority of the Commission to continue to allow competitive AM stations to share in the ownership and operation of a single television station as we did in Macon Television Co. for fear competition will be diluted in the AM field."

Macon Television, operator of uhf Ch. 47

Lawyers Oppose

VAST majority of those attorneys answering a survey by the Federal Communications Bar Assn. indicate they oppose FCC's proposal to require advertising of new TV applications, with a 30-day cutoff for additional bids following such publication [B•T, July 6]. FCBA said 64 members opposed the new rules in one form or another while six favored adoption, two favored adoption in part and one took no position. Some FCBA members felt the proposal comes too late to expedite TV grants effectively, while the advertising proposal actually would tend to invite nuisance or strike bids rather than discourage them. Earlier, opposition to the proposed rules was voiced by CBS and attorney Leo Resnick [B•T, Aug. 17].

WETV (TV) Macon, Ga., is owned 45% by WNEZ and 45% by WBML, both Macon, and 10% by William A. Fickling, local businessman.

Comr. Bartley said further:

In my opinion, sharing-time stations by their very nature are less desirable in the public interest than stations operated by a single licensee. Indeed, such type of operation confronts the Commission with many problems of a managerial nature in which we should not engage. Furthermore, it is clear to me that as much, if not more, cooperation and collaboration between the owners of share-time stations are required than if both AM stations owned a single TV station. This is true because of the additional problems faced by sharing time stations which do not arise in the case of single license responsibility.

It is in the area of split responsibility where the public interest stands to be adversely affected.

I concur only because we do not have a better proposition before us which will bring television promptly to Lafayette.

In addition to the 22% interest which Mr. Becker must give up in Merced Television, and his 12% holding in Paducah Television, the New York attorney holds the following interests: 22% of Appalachian TV Corp., uhf Ch. 21 grantee at Beckley, W. Va.; 22% of Marshall TV Corp., uhf Ch. 16 grantee at Marshall, Tex.; 6% of Hawkeye TV Co., uhf Ch. 20 permittee at Cedar Rapids, Iowa; 1% in Champaign-Urbana TV Inc., uhf Ch. 21 permittee at Champaign-Urbana, Ill.; 6% of LaCrosse TV Corp., uhf Ch. 38 applicant at LaCrosse, Wis.; 22% of Clarksburg-Fairmont Corp., uhf Ch. 22 applicant at Clarksburg, W. Va.; 22% of Goldsboro TV Corp., uhf 34 applicant at Goldsboro, N. C.

Comments on the proposal are due Oct. 26, with replies 10 days later.

Pending final action on this proposal, the Commission indicated it would withhold consideration of the following petitions:

Logansport Bcstg. Corp., to assign Ch. 6 to Logansport, Ind.; Booth Radio & Television Stations Inc. to assign Ch. 10 to St. Louis, Mich.; Jackson Bcstg. & TV Corp. to assign Ch. 10 to Parma, Mich.; Sparton Bcstg. Co. to assign Ch. 10 to Parma, Mich.; Triad TV Assn. to assign Ch. 10 to Onondaga, Mich., or to Parma-Onondaga, Mich.; and Twin Valley Bcstrs. Inc. to assign Ch. 10 to Coldwater, Mich.

The XL Stations
MONTANA
KXLY-TV
KXLY—Spokane
KXLK—Great Falls
KXLL—Missoula
KXLJ—Helena
WASHINGTON
IDAHO
KXLF—TV
KXLF—Butte
KXL—Portland
KXLQ—Bozeman
OREGON

The GREATEST SINGLE
ADVERTISING MEDIUM
in the FAST GROWING--WEALTHY
PACIFIC NORTHWEST

THE XL STATIONS
KXL—Portland KXLF—TV KXLF—Butte KXLQ—Bozeman KXLL—Missoula
KXLY-TV KXLY—Spokane KXLJ—Helena KXLK—Great Falls

PACIFIC NORTHWEST BROADCASTERS ☆ THE WALKER COMPANY

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9-5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

SYLVANIA SEEKS 'SATELLITE' APPROVAL

Firm lodges formal petition with FCC asking that rule-making proceeding be instituted to authorize system wherein satellites could rebroadcast TV programs where it is unfeasible to have an originating video outlet.

ESTABLISHMENT of satellite TV stations—to furnish video service to those cities and communities where regular broadcast stations are not economically feasible—was urged last week by Sylvania Electric Products Inc., radio-TV tube and TV receiver manufacturer.

In a formal petition to the FCC, Sylvania asked that rule-making proceeding be instituted to authorize the use of satellites in the TV service.

The petition followed a speech by Rep. Alvin R. Bush (R-Pa.) in favor of satellite operation and citing the Sylvania experiments in Emporium, Pa. [B•T, Aug. 24].

Sylvania has been operating two experimental uhf TV unattended satellites in Emporium, site of one of its tube-making plants, for the last year. It has spent more than $50,000 on the project, it was understood.

The Sylvania petition is expected to bring proponents of the booster system of TV coverage into the picture. Major booster advocate is WSM-TV Nashville, Tenn., which has been experimenting with this type of operation since last year [B•T, Jan. 19].

A satellite is a transmitter-receiver installation which picks up TV signals from larger cities and retransmits them on other frequencies to viewers usually unable to receive them directly. A booster is a similar installation which, however, is "keyed" to a "mother" station, retransmitting its signals on the same frequency.

Use of either a satellite or a booster to "fill in" a station's service area, or to extend its range has been the subject of much thought in television circles since the early postwar years. The FCC, however, has never looked too favorably on such operations. In its 1952 Sixth Report and Order [B•T, April 14, 1952], it denied one such recommendation on the ground that "indiscriminate" use of such operations might defeat the separation factors among TV stations basic in its table of allocations. However, it held the door open for future consideration by stating that "the carefully controlled utilization of such stations may be beneficial to the plan. . . ."

Sylvania pointed to what it called the "vast potential audience" which has no television service "and no prospect" for many years to come.

Because Emporium (pop. 3,646) is located in a valley, 90 miles from Johnstown, Pa., Sylvania began a year ago with direct off the air pickups of the regular Ch. 6 broadcasts of WJAC-TV, retransmitting them on uhf Ch. 22. Five months ago, Sylvania put into operation a second experimental transmitter, which also picked up WJAC-TV and retransmitted those signals on uhf Ch. 82. Occasionally, both stations have picked up and retransmitted vhf signals from WBEN-TV Buffalo (Ch. 4) and WFBG-TV Altoona, Pa. (Ch. 10).

Experimental Powers

Both experimental stations were operated with transmitter output power of 10 watts, with peak powers of 30 watts, and effective radiated powers of 175 watts.

Such stations, Sylvania said, will provide "acceptable" broadcast service within a range of six miles—and without "appreciable change in the interference conditions of existing broadcast stations."

They will require no change in the present TV allocation plan, Sylvania said.

The radio tube manufacturer also stated that the establishment of satellite stations would not prevent the licensing of regular broadcast stations in the same community, or the expansion of the satellite into a regular TV station.

Concept of the "cluster" idea of satellite stations also was expounded by Sylvania. In this, a group of satellites could be established in a number of communities within a 30-mile radius of a single station community.

Satellite stations can be built to run as attended or unattended operations, Sylvania said. With automatic operation, technical staff is minimal; and because of low power requirements, operating costs are low, and maintenance costs "ridiculously" low, Sylvania said. They can be built for from $15,000 to $20,000, Sylvania estimated.

Implied in the Sylvania proposal is that satellites would be operated on video channels assigned to the various communities instead of being used by regular broadcast stations. This is based on the assumption, it was apparent, that no applications have been filed or would be filed for regular TV operations in such small markets.

Not mentioned but implicit in the Sylvania reference to the economics of TV are the 15 CPs which have been returned to the FCC.

what's this about pedigree?

KLZ-TV . . . going on the air November first . . . has a dog-gone fine pedigree! It possesses antecedents who have given it a heritage of showmanship and salesmanship—a quality in its bloodstream transfused from the veins of remarkable ancestral lineage . . . KLZ Radio, with 32 years of outstanding performance in building personalities, in programming and public service.

All this barking up our family tree is a matter of pride, of course, but the background with which KLZ-TV goes on the air is important to you, the advertiser. The highly qualifying experience . . . the complete facilities . . . CBS Television . . . mean an immediate and continuing audience acceptance—man's best friend for doing a TV selling job in Denver.

KLZ-TV *Channel 7* **DENVER**

SEE YOUR KATZ MAN

ALADDIN RADIO AND TELEVISION, INC.

WBBM DAYTIME RATES ARE UP!

On September 13, 1953, Chicago's *Show*manship Station raised its time rates affecting all daytime periods. A new card, number 24, now in production, will be issued shortly. These new rate increases have been brought about because . . .

WBBM DAYTIME AUDIENCES ARE UP!

Year in, year out, the number of families and listeners tuned to Chicago's *Show*manship Station has steadily increased. For example, during the past six years WBBM-produced shows alone have enjoyed an average gain of 53%. Within the past two years, a 15% gain.

At WBBM, showmanship and salesmanship are synonymous. And today, WBBM advertisers are reaching—and selling—an audience more than 50% greater than that delivered by any other Chicago station. To reach and sell Chicago's biggest audiences, call us or CBS Radio Spot Sales right now for availabilities on . . . **WBBM**

50,000 watts • CBS Owned

Chicago's Showmanship Station • 780 kc

CONELRAD PASSES INITIAL EXAM; THERE ARE FLAWS, BUT IT WORKS

Radio civil defense plan was put through its paces by over 1,200 stations across the nation. Comr. Sterling acknowledges there are 'holes' in the 1240 kc coverage.

GOVERNMENT officials late last week were counting up the plusses and marking down the flaws which turned up Wednesday in the first nationwide test of Conelrad.

Overall, the reaction of the agencies involved, the FCC, the Air Force and the Federal Civil Defense Administration, was favorable.

FCC Comr. George E. Sterling, expressing this feeling, cited good coverage of the country on 640 kc but acknowledged the existence of "holes" in the 1240 kc coverage because of low power signals.

Comr. Sterling emphasized that more stations are needed to take part in the program, particularly in the 1240 kc group.

But the broadcasters who participated in the emergency program in the early hours of Wednesday could feel assured that their efforts were of avail. Reports from stations in various parts of the country were highly optimistic (see editorial, page 124).

Essentially, Conelrad is a system which permits standard (AM) radio to remain operating during an emergency while preventing enemy bombers or guided missles from "homing" on broadcast radiations. Toward this system, the radio industry has provided more than $2.5 million in out-of-pocket costs. More than 1,200 radio stations took part in Wednesday's 1:30-4:30 a.m. (local time) test.

'Excellent Deception'

Comr. Sterling, who was FCC's chief engineer before he became a Commission member, said Thursday not enough navigation reports had been received to determine the navigation reception phase. But of navigation reports the result so far: "Excellent deception." He said, "No troubles have showed up so far that are not curable."

Some public disappointment as to quality or strength of signal was apparent, the Commissioner said, because some listeners expected programming equal to usual commercial broadcasting. Purpose of Conelrad, however, he explained, is not entertainment but to permit an intelligible signal for civil defense messages while maintaining navigation deception.

The test was one of technical facilities only. Messages and programming were transmitted over the 640 and 1240 kc, the Conelrad frequencies. All other AM stations, all FM and TV outlets would go off the air in an actual emergency.

Highpoints of the test last week:

- FCC placed about 2,000 technical ground observers at strategically-located posts throughout the country to determine the effect of ground coverage.
- The Air Force assigned 20 bombers, flying individual missions, to determine whether enemy navigators could "home" on targets despite Conelrad's "planned confusion." Some planes started their missions far at sea off both coasts.

More than a dozen newsmen were flown in an Air Force plane over Long Island from the Air Force's Mitchell Field. Among those on the plane was Bruce Robertson, B•T senior associate editor.

At the end of the flight, Capt. John Wilkins, pilot of the plane, said that the reception of so many mixed signals rendered his radio compass "completely useless" as a navigational device.

The way it would sound to an enemy plane, as explained by the Air Force officials: Since programs from the two New York clusters at flying height are mixed not only with each other but with those from Long Island and other nearby cities, the result is a roar from which no information could be derived. Loud speakers in the plane Wednesday emphatically demonstrated this.

During the briefing before the flight, Chester Spurgeon, radio-TV director of FCDA, praised station operators who have adapted their transmitting equipment for Conelrad, noting the costs.

Joseph Eichel, FCC supervisor at the 26th Air Division Headquarters, Roslyn, N. Y., said the test was one of a series to check the effectiveness of Conelrad by uncovering weak spots which need correcting.

He said previous tests on a more confined scale have failed to reveal technical flaws in the system itself, but in some parts of the country, particularly in rural areas (possibly unlikely as target points for enemy bombers) not enough stations are taking part in Conelrad to make it fully effective as a national defense measure.

Mr. Eichel said with few exceptions, big city broadcasters are cooperating fully. All of New York's 26 stations volunteered their facilities but the first 11 to volunteer were all that were needed, he said.

On the West Coast, some 200 stations took part. Air Force planes failed to "ride in" on signals. In Los Angeles area alone, 13 stations took part. KGFJ Los Angeles (on 1230 kc with 250 w), although not a member of the system because of technical reasons, voluntarily left the air, cancelling its commercial schedule, to prevent the possibility of its signal interfering with 1240 kc.

The Los Angeles test broadcast originated from civil defense headquarters on Mt. Lee (overlooking Hollywood) and was supervised by Maurice Webster, KNX. Loyd Sigmon of KMPC supervised technical operation and Tom Baxter of ABC directed the program.

In Chicago, WGN WMAQ WBBM WLS WENR WIND WSBC took part. Coincident with the test, Admiral Corp. stressed the importance of owning a battery-operated portable or automobile radio in view of a possible emergency. Admiral manufactures small receivers with frequencies marked for special civil defense use.

In Washington, D. C., nine radio outlets took part. There, officials gave a rating of "successful."

Two interesting sidelights, among many, were reported:

A Baltimore video station covered the Conelrad all-radio test. WAAM (TV) telecast views of the city's response to warnings and a commentary by the city's deputy director of civil defense. Direct lines to the CD intercommunications system among police, fire, and special civil defense mobile units were set up. Telecast was on 1:55-2:10 a.m.

In New England, WPJB Providence was in the midst of playing a record giving civil defense instructions when news director Harry McKenna received a bulletin that a severe electrical storm had hit a residential section of Westerly, R. I. Within two minutes, he broke into the broadcast.

Seaton Takes Oath

OATH as Assistant Secretary of Defense for legislative and public affairs was administered last week to Fred A. Seaton, broadcaster and publisher, by J. Robert Loftis, administrative services director, in a Pentagon ceremony. Ex-Sen. (R-Neb.) Seaton's new boss, Defense Secretary Charles E. Wilson, attended the swearing-in. Mr. Seaton was given the recess appointment by President Eisenhower [B•T, Sept. 7]. Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb.

Lucille Ball Is Cleared Of Communist Association

EXECUTIVES of the CBS Television Network and of Philip Morris & Co., sponsor of the CBS-TV *I Love Lucy* program series, gave assurances of support to Lucille Ball, star of the program, shortly after it was revealed Sept. 11 on the West Coast that Miss Ball had registered in the 1936 California primary with the Communist Party.

At the same time, Rep. Donald Jackson (R-Calif.) of the House Un-American Activities Committee, cleared Miss Ball of association with the party. The Congressman released a transcript of Miss Ball's interrogation by the committee's investigator, William Wheeler, which showed her election to the California Communist Party Central Committee was without her consent or knowledge, and that she never attended any meeting. Miss Ball had admitted registration with the party to please her grandfather, the late Fred C. Hunt.

KNXT (TV) Los Angeles, CBS owned and operated station, telecast Rep. Jackson's news conference in that city which cleared Miss Ball.

WCYB Asks Quick Hearing

RENEWING its charge that the competitive vhf Ch. 5 application of WOPI Bristol, Tenn., was filed to delay action on its own TV bid, WCYB Bristol, Va., petitioned FCC last week to remove the applications from the priority list for "accelerated hearing."

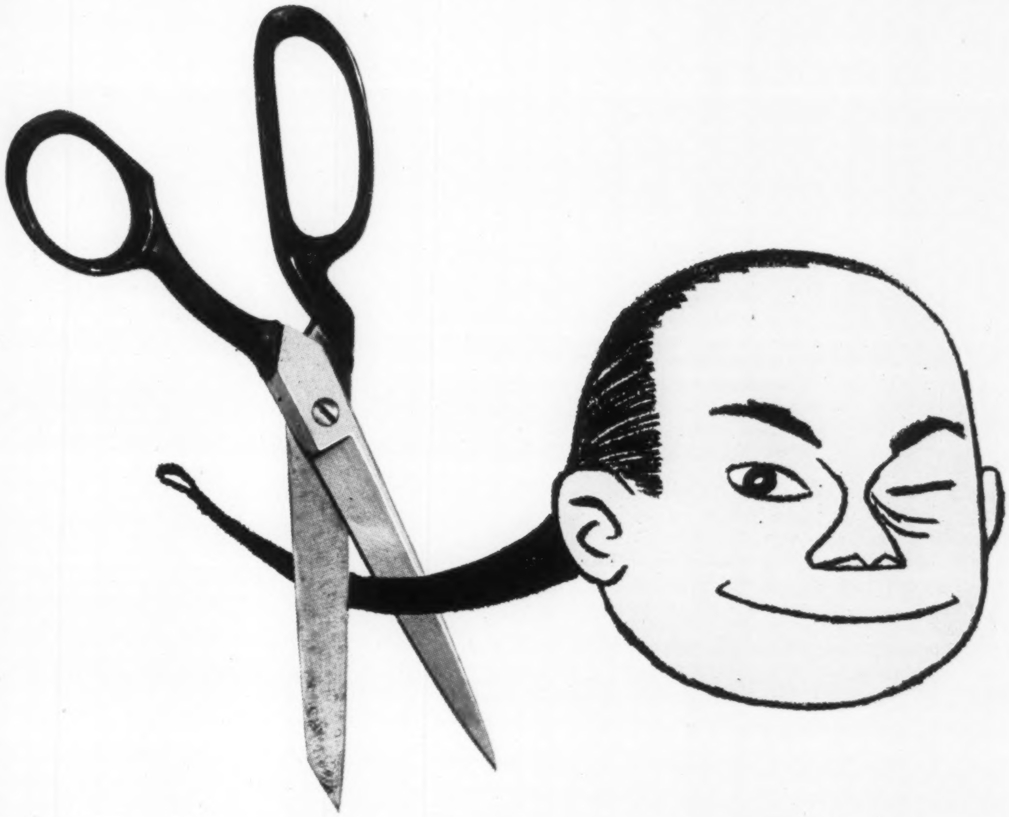
The Commission turned down WCYB's earlier protest on the ground of insufficient evidence to prove the allegations charge to the WOPI application [B•T, Sept. 7].

KRBC-AM-TV Sale

SALE of KRBC-AM-TV Abeline, Tex., by Eva May Hanks and associates for $500,000 to rancher-oilman Lewis J. Ackers and family was approved last week by FCC. Transfer of control of Reporter Broadcasting Co., station licensee, is involved. Mrs. Hanks was majority owner. KRBC-TV began operation a fortnight ago on vhf Ch. 9 as the only TV station in that market [B•T, Aug. 31].

Bowling Green Decision

NEW AM station at Bowling Green, Ohio, on 730 kc with 250 w daytime would be granted to local lumber dealer Howard R. Ward, according to an initial decision issued last week by FCC Hearing Examiner Hugh B. Hutchison. The proposed station would not cause interference to any other outlet, the examiner concluded, but would receive some interference from WPIT Pittsburgh.



Take a "queue" from a Cantonese!

The tongs all agree — the den's given way to the TV room, and most all Canton now gets its kicks on Channel 8. Before the venerable ancestors get restless in their tombs, we hasten to explain: it's no pipe-dream, Canton's just a 60-mile 'ricksha ride out of Dallas.

If you've a yen to spend an evening in Canton, take a cue from the Cantonese and see the Petry man about getting there on WFAA-TV. He'll know, too, the way to Paradise, Mexico, and Reno — all in the DALLAS - Ft. Worth market.

295,000 sets in this, Texas' richest market

Channel **8**

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representative • TELEVISION SERVICE OF THE DALLAS NEWS

Army Imitates Comics, Develops Wrist Radio

A WRIST RADIO that can pick up standard broadcasts within a range of 40 miles has been developed by the Army Signal Corps at its engineering laboratories in Fort Monmouth, N. J.

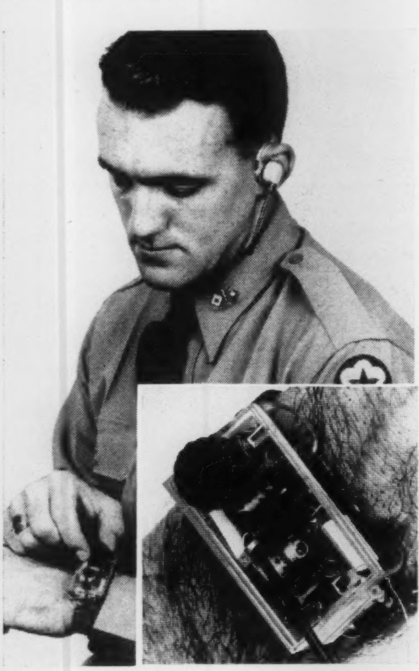
The Army reported its development, which is similar to a device in the familiar "Dick Tracy" comic strip, Sept. 12. The Signal Corps dubbed the new, miniature radio, "Dick Tracy."

Signal Corps said the tiny radio was developed by its own engineers. Only two or three sets have been made and these on an experimental basis, B•T was told. "Further work on the 'Dick Tracy' will be limited," a spokesman said. He also said the 40 mile range is not satisfactory. Broadcasts were picked up clearly from New York which is 40 airline miles from Fort Monmouth.

The two and five-eighths ounce AM radio is worn on the wrist in the manner of a watch. It is contained in a plexiglass case two inches long, one and an eighth inches wide and three-quarters of an inch thick. Five tiny germanium-veined parts (transistors) and other miniature components do away with the conventional vacuum tube and other large parts.

The set is powered with a mercury battery a little larger than the tip of a pencil. Wiring in the chassis is by printed circuits produced by an etching process. A short antenna wire and a cord connect the radio with a hearing-aid type ear-phone up the user's sleeve. Knob on the set's face selects the frequency (or station).

The Army said the set has been operating on a tuning range of 1,000-1,500 kc, or about one-half the standard broadcast band.



SOLDIER tunes in his "Dick Tracy," the Army Signal Corps' newly-developed experimental wrist radio, which he wears on his left arm. Note hearing aid type speaker in his left ear. Inset at right provides a closer look at the "Dick Tracy." Knob at top of set selects the AM frequency. The Army reports its wrist radio can pick up broadcasts within a range of 40 miles.

NTSC, MAJOR FIRM MEMBERS GIRD FOR OCT. 15 COMPATIBLE COLOR TV SHOWING

Date for the New York demonstration was fixed by compatible color proponents and FCC staffers. Meantime, NTSC and major manufacturer members ready details of 'command performance' notice. CBS, DuMont and NBC will take part.

GIRDING for the Oct. 15 compatible color TV demonstrations in the New York area (somewhere on Long Island), NTSC and its members were readying details of the FCC's "command performance" as listed by the Commission in a Sept. 14 release.

Date and place of the demonstration were fixed Friday at a 15-minute meeting in Washington between NTSC representatives and the FCC staff. It followed by one week a similar preliminary meeting on the same subject [B•T, Sept. 14].

As tendered by NTSC Vice Chairman David B. Smith, Philco vice president, NTSC proposes to start the proceedings in New York with the cooperation of CBS, DuMont and NBC television networks. Beginning at noon, NBC will telecast a studio color program from its WNBT. This will be followed at 12:30 with a closed circuit intercity transmission from New York to Washington and return over coaxial cable and microwave facilities of AT&T. At 1 p.m., CBS' WCBS-TV will program a remote from outdoors in color, after which DuMont, using its experimental uhf TV transmitter, will put on test patterns and slides.

Color receivers, one each from 10 or a dozen companies, will be used at the receiving center. There also will be some black-and-white receivers for compatibility observation. NTSC did not identify the makes of the receivers it intends to use.

Also to be one hand at the site where the FCC commissioners and staff will observe the color transmissions will be duplicates of subject matter being used in the programs (product packages, material, etc.) so that a simultaneous comparison of color fidelity may be made between the actual object and its representation on the TV screen.

The NTSC proposal resulted from an NTSC meeting in New York Wednesday to discuss the Commission's request for a color demonstration. The program is "substantially in accord" with the requirements listed by the FCC, Dr. W. R. G. Baker, NTSC chairman, said then.

Earlier in the week, the Commission instructed its staff to attempt to schedule the demonstration sometime between Oct. 1 and 15. Other business, already scheduled, would prevent it from viewing compatible color TV in action for the remainder of the month, it was learned.

Among the details the Commission expressed a desire to see demonstrated were:

1. Variations in lighting levels at the studio and ambient lighting levels at the receiver.
2. Transmissions over coaxial cable and microwave relay, including 2.7 mc coaxial cable.
3. Simultaneous comparison of subject matter before cameras and on screens of receivers.
4. Subject matter containing a wide range of hue and chroma, including strongly contrasting color patterns for (a) motion indoor—for normal and rapid movements in close-ups and in medium length shots; (b) motion outdoor—with typical outdoor scenes, and (c) slides—with color test pattern and both close-up and distant shots on selected slides.

Meanwhile, the Commission and the industry were awaiting counter-comments to the Sept. 8 statements filed with the FCC in reply to its Notice of Proposed Rule-Making.

Favorable comments were submitted by NTSC, Westinghouse, Admiral and Hazeltine, and previously by RCA-NBC, Philco, GE, Motorola and Sylvania.

Unfavorable comments were filed by American Television Inc., Chicago manufacturer and tube maker and distributor, Paramount Television Productions Inc. (Paramount Pictures subsidiary-KTLA Los Angeles) and Chromatic Television Labs., developer of the "Lawrence" tri-color tube and half-owned by Paramount Pictures.

ATI asked that the Commission limit color TV operations to only one city for three years—to allow the remainder of the industry to learn how to handle it. Both Paramount Television and Chromatic Television urged that an analysis of receiver costs be required before the Commission approves the NTSC standards.

CBS, filing in favor of the NTSC standards, raised serious questions regarding the costs of receivers and station equipment.

MORE CHANNELS MAY BE IN SIGHT

POSSIBILITY that additional vhf and uhf channels can be allocated to a number of cities appeared last week as FCC announced proposed rule making to amend its TV rules relating to reference points and the computation of minimum spacing.

The change would eliminate the necessity for making assignments to small communities adjacent to larger cities where the minimum separations could not be met if the channel were assigned directly to the larger city. This would be done by requiring location of the transmitter so as to fulfill the minimum spacing.

Based upon a petition by WSAL Logansport, Ind., which seeks the allocation of vhf Ch. 6 there, the Commission's proposal is to amend Sec. 3.611(a) of its TV rules by adding the following provision subsection (a) (2):

> **If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirements of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610.**

Wilmington Uhf Proposed For WILM as WHAT Drops

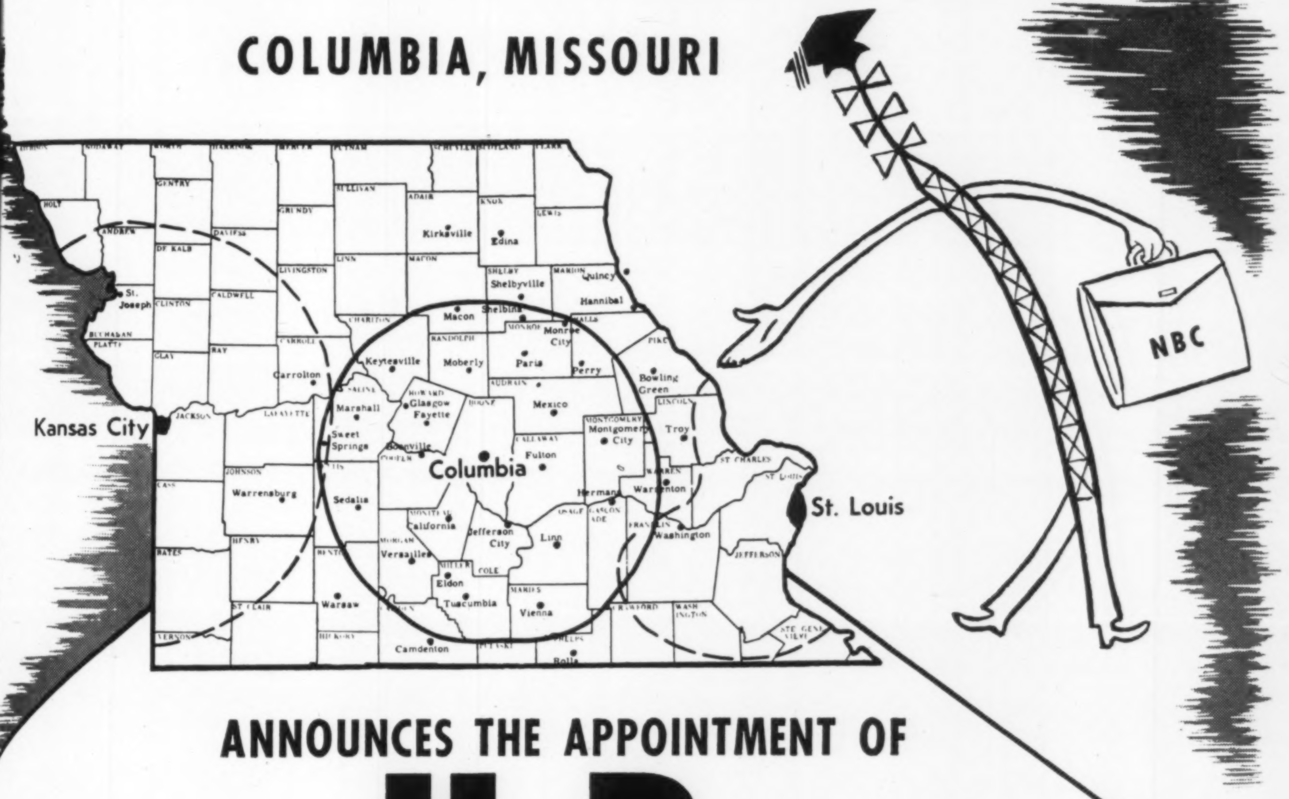
NEW TV station on uhf Ch. 83 at Wilmington, Del., is proposed in an initial decision issued last week by FCC Hearing Examiner Herbert Sharfman, who would grant the application of Delaware Broadcasting Co., licensee of WILM. The decision was made possible by the withdrawal of a competitive application by Independence Broadcasting Co., licensee of WHAT Philadelphia.

Ewing B. Hawkins is majority owner of WILM. The proposed Ch. 83 outlet would operate with effective radiated power of 13.2 kw visual and 7.1 kw aural with antenna height above average terrain 425 ft.

covering central missouri

KOMU-TV

COLUMBIA, MISSOURI


Kansas City
St. Joseph
Kirksville
Edina
Quincy
Hannibal
Shelbyville
Macon
Shelbina
Monroe City
Paris
Perry
Bowling Green
Keytesville
Moberly
Carrollton
Marshall
Glasgow
Fayette
Mexico
Montgomery City
Troy
Sweet Springs
Boonville
Columbia
Fulton
Warrensburg
Sedalia
Hermann
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NBC-CBS
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AIR DATE: OCTOBER

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OF THE UNIVERSITY
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Fifteen Minutes a day
Five days a week
is available on
Grady Cole Time

The people's man - he loves and is loved by the masses - humor, wit, homespun philosophy - and has record after record of almost unbelieveable sales appeal.

He is the fellow who said and believes that "If the Lord saw a reason for having different kinds of people - that is reason enough for me to try and be the best friend I can to all of them."

Call CBS Network Sales

P.S. Grady Cole is available on any network - any number of stations

Defendants to Answer Anti-Trust Suit Oct. 15

DEFENDANTS in the Dept. of Justice's anti-trust suit to force release of 16mm feature motion pictures to television and other non-theatrical outlets, have been given until Oct. 15 to file their answers and to complete interrogatories. Date for the filing, after various continuances, was to have been last Tuesday but the U. S. Attorney's office in Los Angeles filed a stipulation in Federal Court to extend the time.

Filed on July 22, 1952, the anti-trust suit, is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp. and subsidiary, Screen Gems Inc.; Universal Pictures Corp. and subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not a defendant, Theatre Owners of America (TOA) is named as a conspirator.

Lamb Repeats Refusal To Take Democratic Post

EDWARD LAMB, radio-TV operator and newspaper publisher, last week reiterated his earlier announcement that he would not accept the post of treasurer with the Democratic National Committee [B•T, Sept. 14].

In Chicago for the two-day Democratic meeting, Mr. Lamb told B•T he "definitely would not accept such a position" and said he was there as an unofficial observer.

Mr. Lamb also said that his personal plans for a special buffet supper Tuesday in honor of Adlai Stevenson, Mr. and Mrs. Harry Truman and Mr. and Mrs. Stephen Mitchell—Mr. Mitchell is committee chairman—had been sidetracked [CLOSED CIRCUIT, Sept. 14]. The supper was held under the auspices of the National Committee instead, although Mr. and Mrs. Lamb had contributed $3,500.

In the *Chicago Daily News*, Edward Leahy reported the Lambs' gift as "the biggest single-family contribution" to the Democratic National Committee between June 1 and Aug. 31.

Mr. Lamb's properties include WICU (TV) Erie, Pa., WMAC-TV Massillon, Ohio, and WTVQ (TV) Pittsburgh (purchase pends FCC approval) in television and WIKK Erie, WTOD and WTRT (FM) Toledo and WHOO-AM-FM Orlando, Fla., in radio. He also is applicant for three other TV stations.

Columbus Grantee Replies To Phenix City Petition

COLUMBUS Broadcasting Co. last week filed an opposition with FCC to a petition filed Sept. 10 by the City of Phenix, Ala., which requested that FCC's grant of vhf Ch. 4 to Columbus Broadcasting [B•T, Aug. 31] be set aside [B•T, Sept. 14]. Columbus, Ga., where the grant was made, is adjacent to Phenix City.

The Phenix City petition, filed by Leo Resnick, its Washington counsel, had questioned the grantee's qualifications. The grantee firm, in its opposition last week, described the Phenix City petition as "without merit," but requested the FCC, if that body decided to consider the petition, to designate the Phenix City petition itself for hearing so as not to delay the grantee's plans.

HEARING LIKELY FOR CBS, ZENITH

COMPETITIVE hearing between CBS and Zenith Radio Corp. for Ch. 2 in Chicago seemed likely last week when the FCC sent "McFarland letters" to both and asked for comments within 30 days.

Letters were sent on the grounds that CBS's Sept. 1 application for license renewal of WBBM-TV Chicago could not be granted without a hearing since Zenith's application was still pending.

Although the FCC dismissed Zenith's application when it issued the final TV report last year [B•T, April 14, 1952], Zenith appealed to the U S. Court of Appeals in Washington, receiving a stay until the court decides whether the FCC was right. However, the court permitted the FCC to assign WBBM-TV from Ch. 4 to Ch. 2 temporarily pending the outcome of the Zenith appeal.

Zenith's application, filed in 1948, was for Ch. 4. In its final table of allocations, the FCC deleted Ch. 4 from Chicago, moved the then WBKB (TV) from Ch. 4 to Ch. 2. Facilities of WBKB were bought from United Paramount Theatres Inc. by CBS for $6 million, then retitled WBBM-TV. This sale was part of the UPT-ABC merger, approved by the Commission early this year [B•T, Feb. 16].

In its brief filed last month [B•T, Aug. 17], Zenith claimed the FCC was practicing a "shell game" in denying its application for a Chicago TV channel. FCC and CBS answers to Zenith are due Sept. 23.

Examiner Would Dismiss Eugene Ch. 13 Protest

PROPOSING to dismiss a Sec. 309(c) economic protest by W. Gordon Allen, an initial decision was issued by FCC Hearing Examiner James D. Cunningham last week to make effective immediately the vhf Ch. 13 grant to Eugene Television Co. at Eugene, Ore. Mr. Allen is permittee of uhf Ch. 20 KTVF (TV) there. His protest caused postponement of the Ch. 13 grant [B•T, June 29].

Eugene Television was a merger between two competing applicants, KUGN and KORE. Subsequently, however, stockholder C. H. Fisher transferred his majority interest in KUGN to his son, C. O. Fisher, thereby removing KUGN from the Ch. 13 grantee. The KUGN transfer awaits FCC approval. Mr. Allen contended the family relationship between the TV grantee and KUGN, plus part ownership by KORE principals, would violate FCC's multiple ownership rules and cause his uhf Ch. 20 outlet economic injury. The hearing examiner's initial ruling found no evidence to refute the elder Fisher's intention not to interfere in the operation of his son's KUGN.

Tucson TV Outlets

KOPO-TV Tucson, Ariz., vhf Ch. 13 outlet owned by Gene Autry and associates, has been operating since Feb. 1 of this year as Tucson's first local TV outlet. KVOA-TV, new vhf Ch. 4 station, was to commence operation yesterday (Sunday, Sept. 27). A third station, KCNA-TV, has returned its vhf Ch. 9 permit to the FCC because of economic reasons [B•T, Sept. 14]. B•T's story on KCNA-TV's action overlooked the fact that KOPO-TV is operating on Ch. 13.

For the Finest Performance Money Can Buy

BROADCASTERS
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STUDIOS
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REK-O-KUT

Model B-16H 16-INCH 3-SPEED TURNTABLE

The name Rek-O-Kut has always been identified with specialized skill and experience in professional disc recording and transcription equipment. It is no wonder, therefore, that Rek-O-Kut should produce a turntable of such flawless design and performance as is revealed by the B-16H.

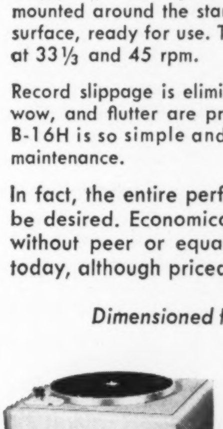
HERE ARE THE DETAILS: The turntable of the Rek-O-Kut B-16H is made of cast aluminum, and exerts no pull on magnetic cartridges. It is precision lathe-machined with an extra-heavy rim for dynamically balanced flywheel action, and it is driven by a hysteresis synchronous motor for accurate timing at all speeds. Rim driven through idlers, speed variation is well within NARTB requirements.

A simple speed-control knob permits instantaneous selection of any record speed: 33⅓, 45, or 78 rpm. A permanently built-in 45-rpm record bushing is flush-mounted around the standard spindle. A slight twist extends it above the table surface, ready for use. The B-16H reaches operating speed within ½ revolution at 33⅓ and 45 rpm.

Record slippage is eliminated through the use of a new mat material. Rumble, wow, and flutter are practically non-existent. The operation of the Rek-O-Kut B-16H is so simple and consistently reliable, that it requires only routine maintenance.

In fact, the entire performance behavior of the B-16H leaves nothing to be desired. Economically, it is the finest investment you can make. It is without peer or equal among the leading quality turntables available today, although priced at only $250.00.

Dimensioned for ready replacement in present consoles.



Console Cabinet Model C-7B for B-16H
Turntable base nests in felt . . . no screws or bolts. Has two compartments with piano hinges and flush ring-latches. Includes built-in electrical outlets and levelling casters.
Dimensions: 33"h x 22"w x 20½"d.................$109.95

Write for complete specifications to Dept. EJ-3

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WPTR DENIES AIR CRASH BLAME

WPTR Albany General Manager Stephen Rintoul says the station's towers were lighted at the time an American Airlines plane crashed into them last Wednesday morning, killing 28.

ANY suggestion that the towers of WPTR Albany were to blame for the American Airlines plane crash which killed 28 persons there last Wednesday morning would not be justified by the facts, station officials said last week.

General Manager Stephen Rintoul pointed out that the three towers were lighted at the time the plane struck two of them while circling in a morning fog, and he noted also that the plane, waiting for the fog to lift so it could land, was flying at only 300 feet at the time. WPTR's towers are approximately 360 feet high and are located 3.5 to 4 miles from the airport.

"I don't see how they could blame the towers in this case," Mr. Rintoul said in an interview.

He pointed out that the station had been doubly cautious in making sure the tower lights were burning. They are equipped with devices which turn them on automatically, and in this case they also had been lighted manually, to make sure that they would not go out while the fog remained.

The wife of the co-pilot killed in the crash meanwhile was quoted as saying her husband had expressed concern over the placement of electronic navigation facilities at the airport. They had been placed too close to a tall radio tower, she said he had told her.

The plane struck two of WPTR's three towers at about 9:30 a.m. and plunged to earth, killing all 25 passengers and the three crew members aboard.

The station was off the air only momentarily. Damage to the towers was said to be relatively slight. One beacon was destroyed, and it appeared that two 20-ft. sections of the tower would have to be replaced or straightened.

According to the Civil Aeronautics Administration in Washington, the plane had attempted one landing on instruments, and had then asked the tower for permission to land visually using the Albany airport's east-west runway. Permission had been granted. Ceiling was 4,000 feet, CAA said, with visibility 500 feet and scattered clouds. The plane struck the WPTR towers from the north and west, CAA said. CAA also said that the pilot had reported the plane's landing flaps were not working properly.

Last July, a private plane crashed into a guy wire of the 1,000-ft. tower of WHUM-TV Reading, Pa. WHUM-TV and WBEN-TV Buffalo are the only two stations required by CAA to mark the word "hazard" on the ground in letters 30 ft. wide and 80 ft. long.

KIRV Gets Time Hearing

FIRST post-thaw hearing on a request for extension of time to build a television station was ordered by FCC last week for KIRV (TV) Denver, uhf Ch. 20 outlet under permit to Mountain States TV Co. KIRV was the first of a group of post-thaw stations to receive McFarland letters indicating that the need for hearing was indicated upon their extension pleas [B•T, Aug. 17]. FCC set no date for the inquiry. The Ch. 20 station was authorized Sept. 18, 1952. Commencement date is listed "unknown."

BAN ON MARCIANO-LaSTARZA FIGHT BRINGS PROTESTS FROM BROADCASTERS

International Boxing Club's edict that radio and TV stations could not give blow-by-blow accounts or re-creations of the bout draws resolutions, threats of defiance—and two stations are instituting their own kind of news blackout.

THE forthcoming fight for the world's heavyweight championship between Rocky Marciano and Roland LaStarza in New York last week raised the issue of "property rights" versus "freedom of news coverage" by broadcasting media.

The question was brought into sharp focus when the International Boxing Club, promoter of next Thursday's match, issued a series of statements in attempts to clarify its position. The first statement pointed out that since exclusive rights had been sold to Theatre Network Television, blow-by-blow accounts would be limited to newspapers and wire services only, and that re-creating or simulating blow-by-blow accounts on radio or television was prohibited. A later statement modified its stand to permit 75-word bulletins of the fight to be broadcast after every three rounds.

Fellows Leads Dissents

A storm of protests came from broadcasters during the week protesting the IBC edict. NARTB President Harold E. Fellows led off the dissents with a statement Tuesday at the Dist. 17 meeting in Seattle in which he termed the IBC action as "arbitrary and capricious."

Resolutions condemning the IBC restriction on radio-TV were passed by broadcasters at the Seattle meeting and on Thursday at the Dist. 15 meeting in San Francisco. A number of stations issued spirited complaints, WOV New York serving notice it intended to air the fight's progress "in the most accurate and prompt possible way" and "a re-creation thereof, if we see fit."

WOON Woonsocket, R. I., and WRON Ronceverte, W. Va., are retaliating by omitting pre-fight publicity from their newscasts. WRON sportscaster Gary Dent aired these remarks by WRON President Bill Blake: "The decision of the promotors to bar radio broadcasts . . . is as ridiculous as the decisions in some of their fights. If the fight promoters want to keep the fight a secret, WRON will help them. Therefore, WRON will try to keep anyone from knowing they're having a fight on Sept. 24, and we invite all other radio stations . . . to join with us."

WOON Woonsocket, R. I., told NARTB last week it would follow a similar policy, also urging other U. S. broadcasters to follow suit.

Mr. Fellows' statement told Seattle delegates:

"In effect, IBC President James Norris has placed an artificial limitation upon the ability of American broadcasters to serve the American public. I have no doubt that there is a right implicit in the promotion of such a spectacle as a professional championship boxing match, and I believe this right generally is recognized by broadcasters.

"In this case broadcast facilities reaching American homes are not picking up the fight. However, it does not seem to me that this right extends to Mr. Norris the privilege of ordering that broadcasting stations may not pick up and broadcast such material as they may receive from the wire services to which they subscribe. Nor does it seem to me that he, as a boxing promoter, should abrogate the contract existing between such wire services and stations by forbidding the service in effect to file a blow-by-blow account, or the station from broadcasting it if it is filed.

"Beyond such implications, however, I view Mr. Norris' action as arbitrary and capricious. I think it overlooks the interests of the public itself insofar as it represents an abridgement of the abilities of a free media to serve that public fully. I do not believe the broadcasters of the nation will abide much longer such discriminatory edicts."

The amended policy of IBC with respect to broadcast coverage of the match, as announced to wire services last Tuesday, stated:

> The restrictions regarding the re-creation or simulating of the blow-by-blow description on any radio or TV broadcast must be enforced, and any unauthorized use of the account will be subject to legal action.
>
> The blow-by-blow account is limited to newspaper publication only. However, to cooperate with wire services and their numerous radio and TV clients, we can authorize a 75-word summary of the progress of the fight every three rounds. We do this with the specific understanding that the wire services stress that the 75-word summary is not to be used in any way to re-create or simulate the blow-by-blow description.

Apprised of the IBC's change in policy, a WOV spokesman said that the station, which accents Italian programming, will still be guided by the remarks made last Monday by Ralph Weil, executive vice president. Mr. Weil said:

> The Marciano-LaStarza match is between two Italian-American fighters who have reached the top rungs of their class. The Italian-American community naturally has enormous interest in this event, and it has been our plan to report it in the most accurate and prompt possible way.
>
> Now comes Mr. Norris [James Norris, IBC president] with a dictate which, if we read it all right, cheats the entire radio industry of the possibility of reporting news events, not simply as it is made, but even immediately after. Apparently Mr. Norris also intends to deprive the radio industry of detailed coverage of this fight through the radio wires of the established news services.
>
> We have no knowledge of how the news services interpret this usage or what they intend to do about it, if anything, but our own intention is to get the news about this fight, and a re-creation thereof, if we see fit, to our public as quickly and accurately as we can. A prize fight is a spectacle up to a certain point, and there Mr. Norris reigns supreme. But beyond that point it is news, and as news it enters the domain of public interest."

An IBC spokesman, Murray Goodman, said he had read reports of Mr. Weil's remarks. He added that IBC attorneys had been alerted to take "appropriate actions" against any parties that violated IBC rulings.

Mr. Goodman told B•T that IBC's position was that there is a question of "property rights" involved in the bout, pointing out that the organization has an obligation to its sponsor, namely Theatre Network Television. He said that in baseball, scores only of other games are given on a broadcast every three innings as a means of protecting the sponsor and he said the IBC felt it had made "a reasonable concession" in allowing 75-word bulletins.

Spokesmen for AP, UP and INS said they would abide by IBC regulations and would carry the IBC warnings on the scope of material that can be used by broadcasting media. It was learned that attorneys for the wire services have given considerable study to the problem created by coverage of the bout and they have come to the conclusion that there are elements of "property rights" involved. Spokesmen for all three wires said they have no intention of making a "test case" against the IBC policy.

FABULOUS KNOE-TV
ON THE AIR — SEPT. 27

KNOE
TV
MARKET
DATA

The south's BIG station you've heard so much about . . . the one that has the whole industry buzzing . . . will go on the air next Sunday. KNOE-TV covers a sales potential which reaches eye-popping proportions. You just get started when you mark up the rich Monroe area where the average family income—at $6,900 per year—is one of the highest in the nation. With its 774 ft. tower and 230,000 watts power, KNOE-TV will "boom right in" to the thickly populated cities of Shreveport, Alexandria, Camden, El Dorado, Vicksburg and Natchez. Surveys show our area market equivalent to that of the tenth largest metropolitan market.

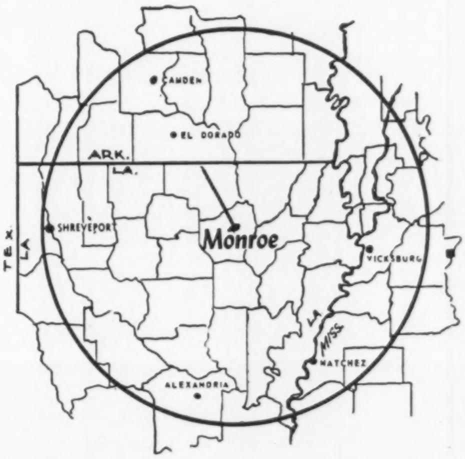
EXPAND YOUR SOUTHERN MARKET

Our availabilities are being grabbed up much faster than even we anticipated. Contact us or H-R Television now.

- **Interconnected to network cable on opening date**
- **Operation will begin with full authorized power of 230,000 watts**
- **Tower height—774 ft.**
- **3 studios . . . Main one—106 x 60**
- **Main studio has hydraulic 6 ft. lift**

Just Look At This Market Data

Population	1,664,500
Families	476,260
Spendable Income	$1,591,352,000
Food Stores	$ 238,625,000
General Merchandise Stores	$ 154,806,000
Auto Stores	$ 232,292,000
Service Stations	$ 55,368,000
Restaurants, Drinks, etc.	$ 53,985,000
Drug	$ 35,906,000
Building Materials, Hardware	$ 96,324,000
TOTAL RETAIL SALES	$1,063,415,000
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070



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A
James A. Noe
Station

KNOE-TV

CBS (PRIMARY)
NBC - ABC
DUMONT

CHANNEL 8, MONROE, LOUISIANA

PAUL H. GOLDMAN, VICE PRESIDENT AND GENERAL MANAGER

H-R TELEVISION, INC., National Representative

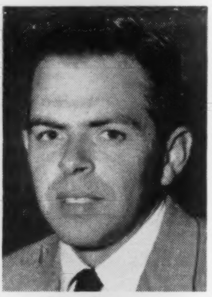
THROWER WPIX VP, FREEMAN PROMOTED

ELECTION of General Manager Fred M. Thrower as vice president of WPIX (TV) New York and the appointment of Otis S. Freeman as the station's chief engineer were announced last week.

Mr. Thrower, who took over the general managership last May, will continue to serve in that post, F. M. Flynn, president of the *Daily News* outlet, said.

Mr. Freeman, who has been assistant chief engineer since the station commenced operations in 1948, will succeed Chief Engineer Tom Howard, who has resigned to become director of engineering for the radio and television properties of Jefferson Standard Broadcasting Co., licensee of WBT and WBTV (TV) Charlotte, N. C.

Mr. Thrower



Mr. Freeman

The Freeman appointment becomes effective Oct. 1.

Vice President Thrower formerly was CBS-TV vice president in charge of sales, and before that he served nine years as ABC vice president in charge of radio and TV sales.

Fifteen W. Va. Stations Sign for Grid Contests

FIFTEEN radio outlets in West Virginia have signed to carry all nine football games of West Virginia U., it was reported last week. Additional stations are expected to sign.

Signed: WAJR Morgantown (originating station); WBTH Williamson; WOAY Oak Hill; WLBK Clarksburg; WMMN Fairmont; WHIS Bluefield; WKNA Charleston; WDNE Elkins; WVOW Logan; WCOM Parkersburg; WRON Ronceverte; WHAW Weston; WLOH Princeton; WJLS Beckley and WWVA Wheeling.

John Johns, WAJR manager, said stations may be signed in Huntington, Martinsburg, Keyser and Welch before the first game, West Virginia-Pitt at Pittsburgh Sept. 26. The sports "network" is called Ashland Oil-Valvolene Sports Network, using the sponsor's name. Jack Fleming will handle play-by-play.

ABC Group Reviews Sales

PLANS for the new "fall look" in programming at WENR WBKB (TV) Chicago and reports on network and local sales were reviewed by ABC Central Division executives at a luncheon Sept. 11. Tape recorded messages from ABC-United Paramount officials in New York including ABC President Robert Kintner, highlighted presentation of ABC Chicago's new publicity-promotion concept, aimed at closer liaison with local trade and newspaper reporters. Prospects for fall radio-TV sales were described as bright for the network and WENR-WBKB.

Seattle Paper Strike's Effect on Radio-TV Small

THE two-month-old strike by the Seattle-Tacoma Newspaper Guild against the *Seattle Times* has had a limited effect on broadcasting business in the area, a B•T survey disclosed last week.

A few of the 10 radio and television stations queried report new sponsors or augmented schedules, and some have added to their newscast coverage, but the broadcasting pattern has not changed markedly since publication of Seattle's afternoon and Sunday paper was suspended in mid-July. The morning and Sunday *Post-Intelligencer* is Seattle's only daily pending settlement of the strike, and one radio executive observed that the *P-I* has acquired 85% of the *Times'* advertisers' newspaper ad budgets.

The Bon Marche, major Seattle department store affiliated with the Allied Stores chain, had scheduled a major weekend promotion when the strike hit and shifted swiftly to a heavy radio spot schedule and a productive television innovation.

TV studio facilities were set up in the store, and for two weeks, KING-TV Seattle's afternoon shows, *Vanity Views* and *KING's Kamera,* were telecast directly from The Bon Marche. The telecasts attracted overflow audiences to the temporary "studio" and the store later reported a heavy increase in telephone orders and in-store traffic traceable to the programs.

Among the AM radio stations, KJR's general manager, J. A. Morton reported "a noticeable increase in advertising," particularly from department stores and primarily in connection with the news programs.

KOMO, Seattle's NBC affiliate, reported a slight increase in advertising of food products.

KOL's business picked up "a little, but not appreciably," according to Archie Taft Jr., general and commercial manager.

Speaking for KIRO Seattle, Lincoln W. Miller, assistant to the president, commented that the CBS affiliate noticed no increases in advertising attributable to the newspaper strike.

CHECK for purchase of WJJD Chicago by Plough Broadcasting Co. from Field Enterprises Inc. changed hands last Monday after FCC approval of the sale [B•T, Sept. 14]. Abe Plough (l), president of Plough Inc., parent firm of the broadcasting subsidiary, hands the check to Marshall Field Jr., vice president of Field Enterprises and editor-publisher of the *Chicago Sun-Times*. Plough bought station for $900,000 in cash. Negotiations were handled through Dow, Lohnes & Albertson, Washington law firm, and held by Marshall Field Sr., president of Field Enterprises, and Mr. Plough.

WNEW Promotes Jaeger

JOHN JAEGER, who joined WNEW New York 19 years ago when he was a 17-year-old announcer, last week was named assistant general manager of the station. An announcement from Bernice Judis, vice president and general manager of WNEW, said Mr. Jaeger will coordinate the activities of the station's various departments and personnel and will perform other executive functions. Mr. Jaeger's background in radio has been exclusively with WNEW.

Mr. Jaeger

WOOD-TV Constructs

WOOD-TV Grand Rapids, Mich., plans to be in operation by the first of the year on its new vhf Ch. 8 frequency with effective radiated power of 316 kw, the station reported last week. WOOD-TV will change from present 28.5 kw on Ch. 7. Cornerstone for the new transmitter building was laid Sept. 8 with city and state officials present.

Maillet to Head WWOD

CHARLES R. MAILLET, manager of WFLO Farmville, Va., since 1948 and present secretary-treasurer of the Virginia Assn. of Broadcasters, has been appointed manager of WWOD Lynchburg, Va., effective Oct. 1, Joyce W. Fore, WWOD secretary-treasurer, announced last week. Mr. Maillet has been in radio since 1937 in New York, Georgia and North Carolina. He is a World War II infantry veteran and is active in civic work.

Mr. Maillet

Roger A. Chase Killed

ROGER A. CHASE, 51, night news editor of KPHO Phoenix, was found shot to death on a desert road near Wickenburg, Ariz., Sept. 11, and his wife, Mrs. Jean Chase, 37, was charged last Wednesday with murder. Mrs. Chase was found near the scene, about 40 miles northwest of Phoenix, as was Mr. Chase's car and a .25 calibre pistol used in the shooting. Mr. Chase formerly was employed in radio in Chicago.

Heyser Found Dead

FRAN HEYSER, 52, described in news reports as a producer for KMBC Kansas City, was found dead Sept. 12 in his room at the Pickwick Hotel, that city. According to the police, Mr. Heyser apparently had been beaten with a heavy metal table lamp and died ten hours before his body was discovered that morning at 10 a. m.

WKLO-TV

LOUISVILLE

Announces the appointment of

O. L. TAYLOR

AS EXCLUSIVE

NATIONAL REPRESENTATIVES

Effective Immediately

WKLO-TV

CHANNEL 21

LOUISVILLE

ON THE AIR MID-OCTOBER

REPORT FROM LOUISVILLE

The Kentuckiana area we serve is a MIGHTY MUST for your sales message! Glowing facts make WKLO-TV a buyword in the glossary of successful selling. A metropolitan population of 589,900 serving a trading area of 942,498 with retail sales for 1952 totaling $888,450,000. This 25th major market in the U. S. is surrounded by rich Kentuckiana agriculture, and is the home of such employment giants as General Electric, Reynolds Metals, International Harvester, DuPont, plus countless distilleries and cigarette manufacturers. All this adds up to WKLO-TV as a leader on any national advertiser's list.

Joe Eaton

HAROLD BURKE TO MANAGE WRTV

HAROLD C. BURKE, who was manager of WBAL-AM-TV Baltimore until 1952 when he resigned to enter the consultant field, has been appointed managing director of WRTV (TV) Asbury Park, N. J., Walter Reade Jr., WRTV president, announced last week. WRTV, on uhf Ch. 58, has set early December for test patterns.

Mr. Burke

Mr. Burke has been retained by WRTV as a consultant since last winter. Until 1952 he had served as vice president and director of the Hearst Corp.'s radio-TV operations and had been manager of WBAL since 1938 and WBAL-TV since the station went on the air in 1948. He also managed Hearst radio properties in Milwaukee and San Antonio, and worked on special assignments for the firm in Los Angeles, San Francisco and New York.

Mr. Burke is permittee of WWLA-TV Lancaster, Pa., which expects to go on the air late this year. Its plans will not be affected by his WRTV appointment, he said. Mr. Burke in 1949 represented all NBC interconnected TV stations on the NBC Station Planning and Advisory Committee. For the past year and a half he has specialized in getting new stations on the air, Mr. Reade said.

DuMont Stations Rate Rise

INCREASES in the network rates for Class A time at WABD (TV) New York and WTTG (TV) Washington were announced last week by Ted Bergmann, general manager of the DuMont Television Network. The increases take effect Oct. 1. The rate at WABD (TV) will be raised from $2,200 to $3,200 per hour and at WTTG (TV) from $850 to $950 per hour. Mr. Bergmann said the last increase at WABD (TV) was in February 1951 when New York's set circulation was 2,145,000 as compared with the current 3,948,000. At WTTG (TV), he added, the last rate rise occurred in October 1951 when set circulation in Washington was 289,000 as against the present circulation of 467,000.

Telethon Tally

IT WAS one big dollar push in Louisville's cerebral palsy telethon held by WHAS-TV Louisville Sept. 12-13. The 16-hour affair was telecast from Memorial Auditorium. As the donations were being totaled last week, it looked as if the sum might go as high as $175,000. Half a dozen TV and theatrical stars appeared on the telethon headed by Warren Hull (m. c. of *Strike It Rich*), Mel Torme, Ray Malone, vocalist Fran Warren, comic Pedro Gonzales and others.

WGR Elects Nat Cohen

NAT L. COHEN has been elected vice president in charge of sales and member of the board of WGR Broadcasting Corp. (WGR Buffalo), Leo J. Fitzpatrick, board chairman, and I. R. Lounsberry, president, announced Wednesday.

Mr. Cohen

Mr. Cohen has been in the field of advertising sales since 1925. He joined WGR as a sales executive in 1931 and became commercial manager in 1946.

In his new capacity, Mr. Cohen will have direct supervision of the station's sales staffs, local and national.

Storer Replies in Ad

STORER Broadcasting Co. placed a full page ad in the *Miami* (Fla.) *Herald* Sept. 11 supporting its position in its bid for Miami vhf Ch. 10, for which four other firms have competing applications, necessitating a comparative FCC hearing. WKAT Miami Beach had petitioned FCC to deny hearing of the Storer bid because Storer already has the legal maximum of five TV stations [B•T, Sept. 14]. Storer says it will dispose of one of its other TV stations upon grant of Ch. 11 in Miami and that it intends to make its headquarters there.

SOLD

Please disregard the advertisement appearing on page 116 offering a 100,000 watt station, with a gross in excess of $200,000.00, and broadcasting assets worth more than $200,000.00, which was priced at $150,000.00. Since the placement of the advertisement, the station has been sold.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CROSLEY APPOINTS FOUR TO TOP POSTS

FOUR appointments to executive positions were announced last week by Crosley Broadcasting Corp. President Robert E. Dunville.

George Henderson, former head of the WLWC (TV) Columbus sales staff, comes to Cincinnati as general sales manager for all the Crosley television stations.

Mr. Henderson

Bernard Barth, formerly assistant to the vice president of TV operations, has been named general program director for the Crosley stations, both radio and TV.

Chester Herman has been appointed WLW Cincinnati program director, while Neal Van Ells, former program director of WLWD (TV) Dayton, becomes program director of WLWT (TV) Cincinnati.

Mr. Henderson, who attended Rice Institute, joined Crosley in 1949, and formerly was with the *Columbus* (Ohio) *Citizen*. Mr. Barth, ex-writer and producer at WFIL Philadelphia, joined Crosley in 1948 when it first began TV operations. Mr. Van Ells, before taking over as program director at WLWD in 1951, served there as announcer, producer, m.c. and sportscaster.

North Jersey Radio Buys WVNJ After Selling WNJR

NORTH Jersey Radio Inc., subsidiary of the *Newark News,* which has sold its radio station. WNJR Newark, for $145,000 to Rollins Broadcasting [B•T, Sept. 7], has announced the purchase of WVNJ Newark from Newark Broadcasting Corp. for an undisclosed amount. Both transfers are subject to FCC approval.

Edward W. Scudder Jr., president of North Jersey Radio, will serve WVNJ in the same capacity and Harry D. Goodwin, general manager of WNJR, will assume that post at WVNJ, with Ivon B. Newman, now vice president, general and commercial manager of WVNJ probably remaining at the station as commercial manager. As few personnel changes as possible will be made at WVNJ, according to Mr. Goodwin.

Both stations are licensed to operate full time with 5 kw power, WNJR on 1430 kc directional night, WVNJ on 620 kc directional with a different pattern day and night.

WPTZ (TV)'s New Rates

WPTZ (TV) Philadelphia's new rate card No. 9, with a Class AA hour rate of $2,000, goes into effect Oct. 1, Alexander W. Dannenbaum Jr., commercial manager, said last week. Mr. Dannenbaum said TV sets in the WPTZ area have increased 82% since Oct. 1, 1951, when rate card No. 8 went into effect. Since that date TV sets have increased from 909,771 to 1,668,861, he said, adding that the increase in sets was caused by new TV homes and WPTZ's new maximum coverage.

only

July-Aug., 1953, Vol. 9, No. 5
audio record
Published by
AUDIO DEVICES, INC.
audiodiscs
audiotape
audiofilm
audiopoints
In this issue
Contest Winners Announced
Recording Improves Broadcasting
Editing Without Cutting Tape
Chicago Office Opened
Some Reel Data

offers you all this valuable new information

. . . and it doesn't cost you a cent!

EDITING WITHOUT CUTTING TAPE

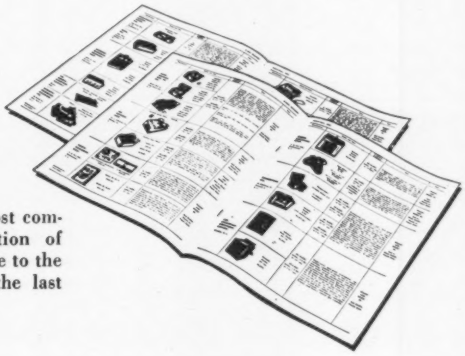
20 PRIZE-WINNING ARTICLES

from Audio's International Sound Recording Contest

Here's a wealth of new ideas on how to use tape and disc recordings to achieve greater economy and efficiency in radio, TV and sound studio operation.

With reference to these articles, one of the contest judges commented as follows: "I have never received so much information which was new and exciting in such a short time in all of my years in the business." And another judge stated that "the information and descriptions of recording operations conducted in small radio stations and recording studios throughout the country has been quite an education."

Contest winners include entries from 11 different States, as well as from Canada and Switzerland. The 20 best articles, which were awarded cash prizes totaling $1400, will be published in the pages of Audio Record. The information thus made available to the industry will be of real value to sound recordists everywhere.



QUICK FACTS ON MAGNETIC TAPE RECORDERS

Each year, Audio Record brings you a complete, up-to-date listing of all makes and models of tape recording machines – with conveniently arranged price and performance data. This directory issue, published in September, is the most complete and authoritative compilation of tape recorder information available to the industry. Over 75,000 copies of the last issue were distributed.

. . . plus many other articles of timely interest to the sound recordist

Audio Record keeps you well informed on all the latest trends and technical developments in all phases of tape and disc recording. It is not an advertising publication and its sole purpose is to render a needed and useful service to the industry.

Audio Record, published 8 times a year, is currently distributed free of charge to a request mailing list of about 35,000 sound recordists in broadcasting stations, recording studios, schools and colleges throughout the country.

IT'S YOURS FOR THE ASKING

A letter or post card will add your name to the Audio Record mailing list. And if you would like to have others in your organization read it also, send their names along, too. Just write to Audio Devices, Inc., using the Dept. No. listed below. All requests addressed to this Dept. will be started with the July-Aug., 1953 issue, so you will be sure to get *all* the prize-winning articles, as well as the 1953 Tape Recorder Directory Issue.

AUDIO DEVICES, Inc.

Dept. AR-2, 444 Madison Ave., New York, N.Y.
Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiodiscs
audiotape
audiofilm
audiopoints

4 UHFs, 3 VHFs START COMMERCIAL

Among the newer starters are three stations all second TV outlets in cities heretofore with but a single station.

SEVEN new TV stations began commercial operation last week — and four more were scheduled to commence commercial operation this past weekend.

In three cities the new video outlets brought the second TV station to town; they were: San Diego, Calif., where KFSD-TV began Sept. 13 on vhf Ch. 10, joining pre-freeze KFMB-TV's Ch. 8 transmissions; Johnstown, Pa., where WARD-TV commenced Sept. 15 bringing the first local uhf signal on Ch. 56 to join with pre-freeze WJAC-TV's vhf Ch. 6, and Wilkes-Barre, Pa., where WILK-TV's uhf Ch. 34 joined post-freeze WBRE-TV's uhf Ch. 28.

In four other cities, the new TV stations brought the first local transmissions—in Monterey-Salinas, Calif., where KMBY-TV and KSBW-TV respectively began Sept. 13; in Waterbury, Conn., where WATR-TV began Sept. 10; in Chambersburg, Pa., where WCHA-TV began Sept. 15.

New TV stations which started last week:

KMBY-TV Monterey, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KSBW-TV Salinas).

KSBW-TV Salinas, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KMBY-TV Monterey).

KFSD-TV San Diego, Calif., vhf Ch. 10 (NBC), represented by Katz Agency Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53 (ABC, DuM), represented by William G. Rambeau Co.

WCHA-TV Chambersburg, Pa., uhf Ch. 46, represented by Forjoe TV Inc.

WARD-TV Johnstown, Pa., uhf Ch. 56, represented by Weed TV Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34 (ABC, DuM), represented by Avery-Knodel Inc.

Scheduled to go on the air Saturday was WVEC-TV Hampton, Va., and Sunday were KRDO-TV Colorado Springs, Colo.; WILS-TV Lansing, and WKNA-TV Charleston, W. Va.

Due to begin today was KHQA-TV Hannibal, Mo.-Quincy, Ill.

Others, due on this week and next, are:

Sept. 23—WIRK-TV West Palm Beach, Fla.

Sept. 25—KOAT-TV Albuquerque, which began testing last week and was erroneously listed on the air commercially; KYTV (TV) Springfield, Mo.

Sept. 26—KERO-TV Bakersfield, Calif., KCCC-TV Sacramento, Calif., which began testing Sept. 19.

Sept. 27—KTVE (TV) Longview, Tex.; KIEM-TV Eureka, Calif.; WMAZ-TV Macon, Ga.; WMT-TV Cedar Rapids, Iowa, granted STA for commercial operation Sept. 9; KCMO-TV Kansas City; WTVH (TV) Peoria, Ill., which began testing Sept. 15; KVOA-TV Tucson, Ariz.; KZTV (TV) Reno, Nev.; WPFA-TV Pensacola, Fla.; KGGM-TV Albuquerque, N. M.; KNOE-TV Monroe, La.; WEHT (TV) Henderson, Ky., which began test pattern operation Sept. 11; KFEQ-TV St. Joseph, Mo., which was granted an STA for commercial operation Sept. 9.

Sept. 28—KNUZ-TV Houston, Tex.

Sept. 30—WIFE (TV) Dayton, Ohio, WRBH-TV Beloit, Wis.

Tabulation of other station starting plans:

ARIZONA

KOOL-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share time with KOY-TV), Oct. 11.

KOY-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share time with KOOL-TV), Oct. 11.

KVOA-TV Tucson, vhf Ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

.CALIFORNIA

KERO-TV Bakersfield, vhf Ch. 10 (CBS, NBC), represented by Avery-Knodel, Sept. 26.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABCTV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KCCC-TV Sacramento, uhf Ch. 40, represented by Weed TV Inc., Sept. 26.

KICU (TV) Salinas, uhf Ch. 28, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 20.

FLORIDA

WINK-TV Fort Myers, vhf Ch. 11, represented by Weed TV, Oct. 1.

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27

WIRK-TV West Palm Beach, uhf Ch 21, Sept. 23.

GEORGIA

WDAK-TV Columbus, uhf Ch. 28 (ABC, NBC), represented by Headley-Reed TV, Oct. 1.

WMAZ-TV Macon, uhf Ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 13.)

IDAHO

KTVI (TV) Boise, vhf Ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 1.

KWIK-TV Pocatello, vhf Ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 27.

WICS TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

WMT-TV Cedar Rapids, vhf Ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 9).

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WEHT (TV) Henderson, uhf Ch. 50 (CBS), represented by Meeker TV Inc., Sept. 27.

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe vhf Ch. 8 (ABC-TV CBS-TV and DuMont) represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

WMGT (TV) North Adams, uhf Ch. 74, represented by Walker Representation Co. Inc., Oct. 15.

WWOR-TV Worcester, uhf Ch. 14, represented by Paul H. Raymer Co. Inc., Oct. 31.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 22.

WTAC-TV Flint, uhf Ch. 16 (ABC), represented by Paul H. Raymer Co. Inc., Oct. 1.

WILS-TV Lansing, uhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA

WJON-TV St. Cloud, vhf Ch. 7, represented by William G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept. 21 (granted STA Aug. 21; test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27. (Began testing Sept. 9.)

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27 (granted STA Sept. 9).

KSTM-TV St. Louis, uhf Ch. 36 (ABC-TV), represented by H-R Television, Oct. 15 (granted STA Aug. 25).

KYTV (TV) Springfield, vhf Ch. 3 (ABC, NBC), represented by George P. Hollingbery Co., Sept. 25.

MONTANA

KOOK-TV Billings, vhf Ch. 2, represented by George P. Hollingbery Co., Oct. 1.

NEVADA

KZTV (TV) Reno, vhf Ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 25.

NEW YORK

WROW-TV Albany, uhf Ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

WECT (TV) Elmira, uhf Ch. 18 (NBC), represented by Everett-McKinney Inc., Oct. 1.

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV),

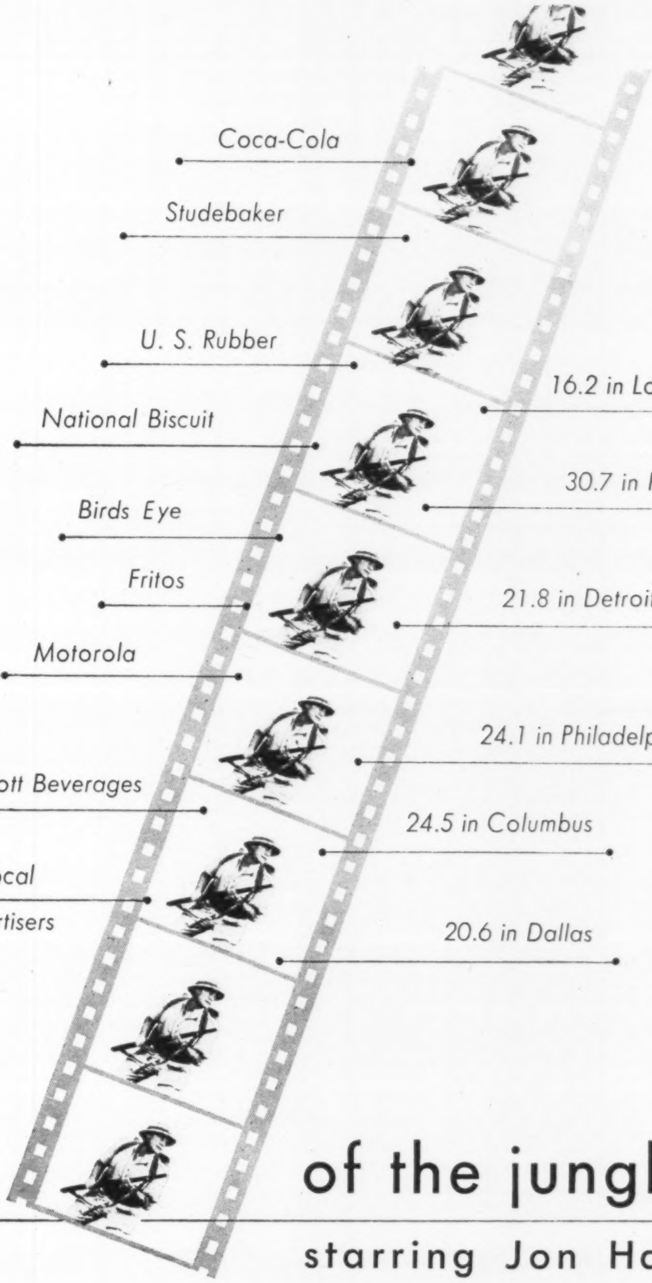
the **GATES** Announco-mote

Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922



Coca-Cola

Studebaker

U. S. Rubber

National Biscuit

Birds Eye

Fritos

Motorola

Cott Beverages

and dozens of local
and regional advertisers

16.2 in Los Angeles

30.7 in Houston

21.8 in Detroit

24.1 in Philadelphia

24.5 in Columbus

20.6 in Dallas

Ramar of the jungle

starring Jon Hall

The only show of its kind on television . . .

It's an axiom in show business that Jungle pictures are sure-fire box-office. Ramar proves it in television with its ratings and sales records.

Ramar is an all-family show, with special appeal to the great juvenile and teen-age audiences. This TPA program wins huge audiences at any time of day . . . any day of the week—in every type of market.

Ramar is a sales "natural"—complete with countless merchandising and exploitation tie-ups available through TPA.

Program supply covers two years of half-hour programming.

Write, wire or phone for complete information.

t*elevision* **p***rograms of* **a***merica, inc.*

729 Seventh Avenue, New York 19, New York
1041 N. Formosa Avenue, Hollywood 46, California

Wherever you **G**o there's **R**adio

• Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

represented by John E. Pearson TV Inc., Oct. 15.

WSJS-TV Winston-Salem, vhf Ch 12 (NBC), represented by Headley-Reed TV, Oct. 1.

WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

NORTH DAKOTA

KFYR-TV Bismarck, vhf Ch. 5, represented by Blair-TV Inc., October.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.

WMAC-TV Massillon, uhf Ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.

WUTV (TV) Youngstown, uhf Ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.

KTVQ (TV) Oklahoma City, uhf Ch. 25, represented by H-R Television, Oct. 1.

OREGON

Eugene TV Inc., Eugene, vhf Ch. 13, represented by George P. Hollingbery Co., October.

KOIN-TV Portland, vhf Ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15.

PENNSYLVANIA

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

SOUTH CAROLINA

WIS-TV Columbia, vhf Ch. 10 (NBC), represented by Free & Peters Inc., October.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).

WROL-TV Knoxville, vhf Ch. 6, represented by Avery-Knodel Inc., Oct. 1.

WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1 (granted STA Sept. 4).

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KGBS-TV Harlingen, vhf Ch. 4 (CBS), represented by John E. Pearson Television Inc., Oct. 1.

KNUZ-TV Houston, uhf Ch. 39 (DuMont), represented by Forjoe TV Inc., Sept. 28.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 27 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 1.

KRGV-TV Weslaco, vhf Ch. 5 (NBC), represented by O. L. Taylor Co., October.

UTAH

KUTV (TV) Salt Lake City, vhf Ch. 2 (ABC), represented by George P. Hollingbery Co., Oct. 15.

VIRGINIA

WVEC-TV Hampton, vhf Ch. 15 (NBC), represented by William G. Rambeau Co., Sept. 19.

WBTM-TV Danville, uhf Ch. 24, represented by George P. Hollingbery Co., Oct. 1.

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Oct. 1.

WTOV-TV Norfolk, uhf Ch. 27 (ABC), represented by Forjoe-TV Inc., October.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49 (ABC), represented by Weed TV, Sept. 20.

WTAP (TV) Parkersburg, uhf Ch. 15, Oct. 1.

WTRF-TV Wheeling, vhf Ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN

WRBJ (TV) Beloit, uhf Ch. 57, represented by George W. Clark Inc., Sept. 30.

WOKY-TV Milwaukee, uhf Ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (test pattern Sept. 15).

ALASKA

KFIA (TV) Anchorage, vhf Ch. 2 (ABC, CBS), Oct. 15.

Gad!

Look what has happened in San Francisco's daytime television!

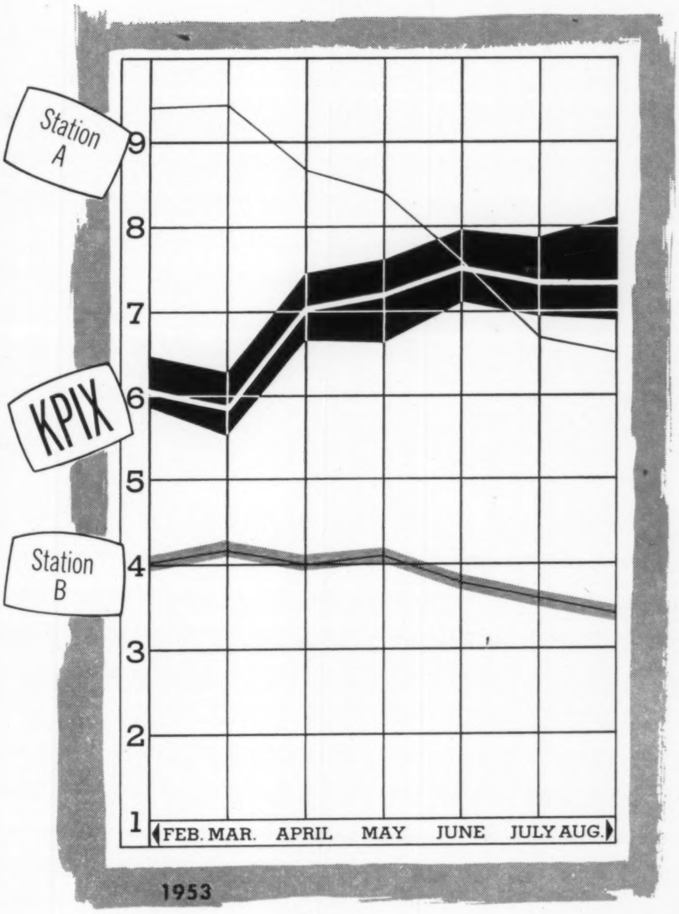


Chart based on monthly Telepulse reports for the San Francisco Bay Region.

When spring rolled around this year, KPIX was doing all right in daytime TV . . . a good strong second and well ahead of the number three station in San Francisco. Could KPIX better its position? Take a look at the result of some serious thinking and some fine programming. As of the August Telepulse, KPIX has climbed by 22% across the daytime board to a sponsor-satisfying number one spot. Thus, always a good buy, KPIX is now a better buy than ever. Your Katz man has the hour-by-hour story.

KPIX

TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

CBS TELEVISION

...affiliated with CBS and DuMont Television Networks...represented by the Katz Agency

"Myopic Mike"

Once there was a myopic microphone who *thought* he had a very large radio audience.

But one day he had a terrible headache and his Doctor told him—"Mike you need glasses!"

And when he got the glasses he *saw* that his radio audience was only his Mother and two brothers.

What could he do? He was confused and worried until, like a stroke of lightning, he remembered—

SESAC'S Transcribed Library

The Lowest-Priced
Complete Program Service

- Sales Aides that Sell Time for You
- Network-Calibre Scripts
- Program Notes
- Bridges, Moods and Themes
- Music for Every Type of Program and Sponsor

Mike was very happy—he was going to build a large radio audience and receive *many things* thru the mail from SESAC.

write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17

NBC SPLITS ADVERTISING-PROMOTION IN RADIO, TV; HUGHES, EVANS NAMED

In further divorcement of radio and TV activities, NBC forms separate advertising and promotion departments for both. Ridgway Hughes heads the radio version and Jacob A. Evans the TV counterpart.

DIVISION of NBC's advertising and promotion department into separate radio and television units was set last week, with Ridgway Hughes named to head the department for radio and Jacob A. Evans to direct the TV unit.

The divorcement followed the recent separation of the network program and sales departments into independent radio and TV organizations that concentrate exclusively on their respective mediums.

Separation of the advertising and promotion department had been contemplated when the radio and TV activities of the program and sales departments were divorced, and Mr. Evans, who has been director of advertising and promotion for both radio and television, was said at that time to be slated to head the new TV unit [B•T, July 27, 20]. Subsequently it was reported that separation of this department was being reconsidered, although it still was felt that divorcement would be decided upon [B•T, Sept. 14].

Mr. Hughes

Mr. Evans

Executives appointed under Mr. Evans in the new TV network advertising and promotion department include:

John Porter, who has been manager of AM-TV program sales promotion, to be TV sales promotion manager; David Hedley, former AM-TV sales presentations manager, to be manager of TV presentations; Pat Steel, former AM-TV advertising and copy coordinator, to be TV advertising manager; Clyde Clem, former AM-TV audience promotion supervisor, to be TV audience promotion manager; Fred Veit, former manager of AM-TV art, production and graphics, to same post in TV department only; Ed Vane, former AM-TV program sales promotion supervisor, to be TV sales promotion supervisor, and Pierre Marquis, formerly a sales presentation writer, to be supervisor of TV sales presentations.

Under Mr. Hughes in the radio network advertising and promotion department these appointments were made:

James Nelson, former AM-TV advertising manager, to be advertising manager for radio; Robert Hitchens, former supervisor of networks sales promotion, to be radio sales promotion manager; Carl Dorese, former supervisor of daytime TV sales promotion, to be radio program sales promotion manager; Thaine Engle, former supervisor of TV audience promotion, to be radio audience promotion supervisor, and Walter Van Bellen, to be art director; Frank McMahon, copy supervisor; Frank Macaulay, air promotion supervisor; Walter Duncan, sales presentation writer; Walter Einsel, artist; Lucy Towle, supervisor of public affairs promotion, and John Halloran, audience promotion writer.

Mr. Hughes, named director of the radio network advertising and promotion department, joined NBC early this year as radio and television sales promotion manager after serving as director of presentations for ABC, promotion manager for *Look* and *Fortune* magazines, and account manager with McCann-Erickson.

Mr. Evans, director of the television network advertising and promotion department, joined NBC in 1946 as a sales promotion writer and served successively as manager of audience promotion, manager of sales development, advertising and promotion in the Spot Sales department, manager of radio advertising and promotion, and director of radio-TV advertising and promotion.

NBC's BUCK BLASTS CO-OP RESTRICTIONS

Policy of food manufacturers in limiting dealers to newspaper advertising is viewed by the network merchandising director as a waste of millions in advertising dollars.

CHARGE that millions of advertising dollars are being wasted yearly by food retailers who are restricted to the use of newspapers in co-op advertising was contained in a speech prepared for delivery today (Monday) by Max E. Buck, director of merchandising for NBC's owned-and-operated stations.

In the keynote talk at the opening session of the National-American Wholesale Grocers meeting in Minneapolis, Mr. Buck asserted in his speech that manufacturers who "are themselves firm believers in radio and television are hog-tying retailers by limiting co-op advertising to newspaper ads."

Retailers have been taught, Mr. Buck continued, to regard co-op money as a source of profit and "rarely show imagination or spark in utilizing it." He claimed this money "doesn't help a manufacturer move his goods in busier stores" and is, in essence, "a price reduction in disguise."

Pointing out that leading food chains have learned the power of radio and television, Mr. Buck recommended a "modern-day" approach to the co-op advertising problems, adding:

"Food merchants are the most progressive, most adventurous of all advertisers. They spend over $300 million a year in advertising of all kinds. And if their hands were free to spend co-op money in the fashion they consider most productive, they would show the daring and inventiveness that marked their merchandising triumphs. They can never accomplish this with restrictive co-op advertising agreements which stipulate a single medium and accept dinky one-inch ads as a force that moves consumers."

WFIE-TV

The first and only

TV Station in

EVANSVILLE

Serving 316,000 persons

Retail Sales $300,400,000

Announces the appointment of

O. L. TAYLOR CO.

as exclusive national representatives

WFIE-TV

NBC—ABC—DU MONT
EVANSVILLE, INDIANA

On the air early October

what a row of beans can amount to . . .

with **wfmy-tv**

Rows of *canned* beans, to be exact . . . *pinto* beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk!

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have *tripled,* and *still* grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have $1,500,000,000 to spend . . . the *only* TV station tapping *all* that buying power is *bound* to be popular with advertisers and viewers!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

Radio Vitality Lesson

CBS Radio officials, among most vocal exponents of radio vitality, have demonstrated they're willing to take lessons. After learning of the presentation McCann-Erickson has been making to personnel and clients to refute reports of radio's demise [B•T, July 27], the six-man delegation from the network, headed by President Adrian Murphy, asked M-E—CBS' own agency—to let them see it and reported afterwards it was "both interesting and instructive."

CBS RADIO CONFERS WITH STATION MGRS.

SALES plans for the upcoming season were discussed at the annual CBS Radio station managers meeting in New York last Wednesday and Thursday.

Presiding over the two-day series of meetings, which was attended by general managers and sales managers of six CBS-owned stations and eight affiliated stations, were Wendell B. Campbell, CBS Radio vice president in charge of station administration, and Henry Flynn, general sales manager of CBS Radio Spot Sales.

During the conferences, all phases of CBS Radio activities were covered by top executives of the network and spot radio divisions of the company.

Honor Guests

Highlights of Wednesday's activities were the appearance of Frank Stanton, CBS president, and Adrian Murphy, president of CBS Radio, as guests of honor at a luncheon in the Hampshire House. The meeting ended Thursday afternoon with a cocktail party attended by some 400 agency and client guests.

Speakers at Wednesday's sessions (in order of appearance):

William Miller, general sales manager, WBBM Chicago; Barron Howard, business manager, WRVA Richmond; Gerald Maulsby, manager of network broadcasts, CBS Radio; John Karol, vice president in charge of network sales, CBS Radio; George Bristol, director of advertising and sales promotion, CBS Radio; Earl Gammons, vice president, CBS Inc.; Carl Ward, general manager, WCBS New York; Harvey Struthers, general manager, WEEI Boston; Sherril Taylor, manager of sales promotion, CBS Radio Spot Sales; Arthur Hull Hayes, vice president and general manager, KCBS San Francisco; Jack de-Russy, general sales manager, WCAU Philadelphia; Tom Means, director of promotion service, CBS-owned radio stations.

Speakers at Thursday's sessions (in order of appearance) included the following CBS Radio Spot Sales officials:

Henry R. Flynn, general sales manager; Milton Allison, eastern sales manager; Gordon Hayes, western sales manager; Bert West, manager, San Francisco office; Ralph Patt Jr., manager, Detroit office; H. W. Maier Jr., manager, Atlanta office; Buck Hurst, manager, Los Angeles office; Richard Hess, director of research; Sherril Taylor, manager of sales promotion; Mr. Hayes of KCBS; Henry Johnston, president and managing director, WAPI Birmingham.

New York executives attending the meeting included J. Kelly Smith, administrative vice president, CBS Radio, and Howard S. Meighan, vice president, CBS Inc.

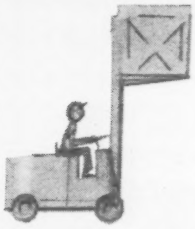
AB-PT Declares Dividend

DIRECTORS of American Broadcasting-Paramount Theatres, have declared dividends of 25 cents a share on outstanding preferred and 25 cents a share on outstanding common stock of the company, President Leonard H. Goldenson announced last week. The dividends are payable Oct. 20 to holders of record on Sept. 25.

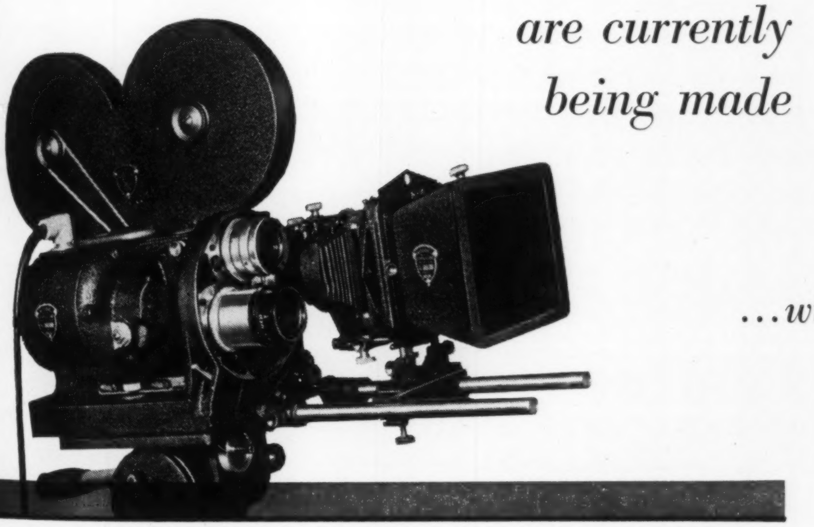
IMPORTANT ANNOUNCEMENT

re: the *Mitchell* 16mm Professional Camera

IMMEDIATE SHIPMENTS



are currently being made



...with this announcement

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.

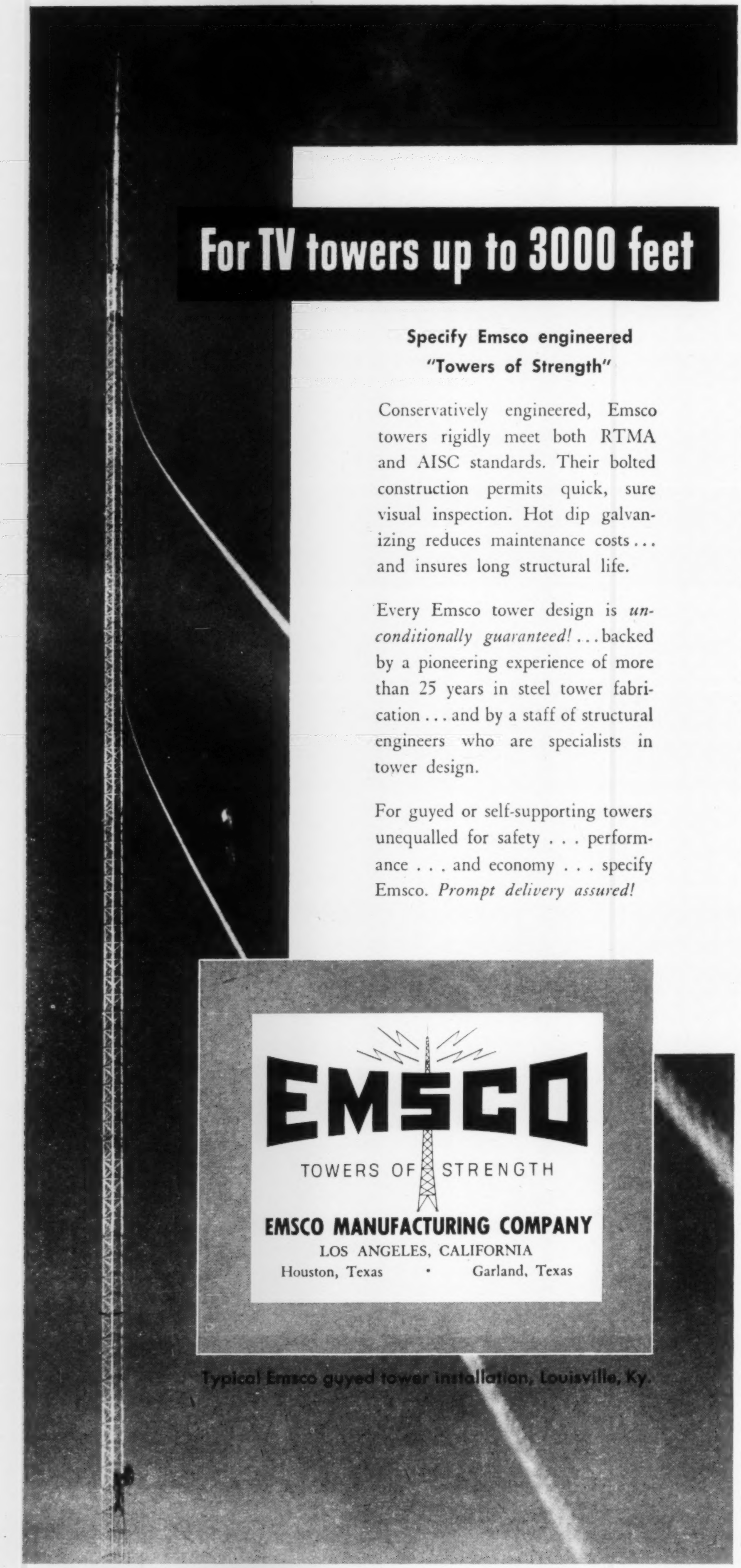
THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs... and insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!*... backed by a pioneering experience of more than 25 years in steel tower fabrication... and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

Typical Emsco guyed tower installation, Louisville, Ky.

NBC, Colgate, M-G-M Drop Tie-in Negotiations

Movie studio's demand for an exclusive agreement in putting its stars and film clips on 'Colgate Comedy Hour' programs fails to meet network and sponsor policy.

WITH M-G-M insisting on an exclusive agreement and other demands that did not meet the network and sponsor policy, NBC and Colgate-Palmolive-Peet Co. have dropped negotiations to tie up the movie studio's stars and clips of current pictures for use on NBC-TV's *Colgate Comedy Hour.*

NBC's plan was to tie in at least eight feature films and their stars for the 35-week season. With long intervals between the movie studio's releases, however, network executives and those of Ted Bates Co., Sherman & Marquette and William Esty & Co., agencies serving C-P-P, felt an exclusive arrangement with M-G-M was impractical.

The stars' appearances being without remuneration to help plug an M-G-M feature, conjecture also was that some talent would fail to keep commitments.

Collapse of the negotiations merely eliminates any arrangement exclusively with M-G-M, it was explained by Sam Fuller, executive producer of *Colgate Comedy Hour.* Stars from other movie studios are being lined up for future shows and he expects name talent with or without film clips from M-G-M to be used on the series during the season.

Network, agency and client executives exchanged ideas and discussed the general format of *Comedy Hour* at a two-day coordinating meeting concluded at NBC-TV's Capitan Theatre in Hollywood Tuesday.

Sylvester L. (Pat) Weaver, NBC board vice-chairman who recently took charge of TV network programs, spearheaded the sessions participated in by Fred Wile Jr., vice-president in charge of radio and TV production; John K. Herbert, vice-president in charge of TV network sales and Mr. Fuller. Ted Bates Co., which has supervision over this season's shows, was represented by Tom Harrington, vice-president in charge of radio and TV; James Douglas, director of the New York radio-TV department, and Austin Peterson, vice-president in charge of West Coast operations. From C-P-P were Rolland W. Taylor, vice-president in charge of advertising and George Laboda, director of radio and TV.

TV Means More Travel, Wile Tells N.Y. Hotelmen

TELEVISION can be an important asset to the hotel business, according to Frederic W. Wile Jr., NBC vice president in charge of network production.

In a talk before the annual convention of the New York State Hotel Assn. at Ausable, N. Y., on Sept. 12, Mr. Wile pointed out that because of TV there will be "more commercial travel, more pleasure travel, more good times—the most pleasant words that can ring in the hotel man's ears."

EXPERIENCE COUNTS!

Alvin M. King

With more than 13 years in the television, radio, records and film fields, Al is now "Big Mo's" vice president in charge of sales.

Edward F. Murphy

Nineteen years in every phase of radio and television . . . both local and network . . . including two of the nation's leading TV outlets. Ed is KSTM-TV's vice president in charge of programming.

Edward L. Favors

Now vice president in charge of engineering, "Ted" comes to St. Louis with seven years experience in the television field, including two years with GE.

Just as a good ship must have an experienced crew, so must a results-producing television station have personnel who know their business.

KSTM-TV has a staff of television and radio veterans who have the "know how" in their fields. Excellent programs, merchandising and picture reception come naturally.

Yes, your advertising dollar is in good hands with the "Big Mo" crew. In using St. Louis' KSTM-TV, you're sure to get your money's worth in a large and prosperous market.

But don't delay! Choice availabilities can't last long! Today . . . come aboard

Television's "BIG MO"

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

CBS-TV, WCBS-TV Plan Clinic for Educators

A SPECIAL three-hour clinic will be held today (Monday) by CBS-TV and the network's WCBS-TV New York to explain to a group of more than 200 New York City educators how a commercial network and station produce educational programs.

The clinic will be attended by representatives of the metropolitan New York Agencies Committee on Television, whose membership includes more than 100 universities, colleges, museums, libraries and public schools in the New York area, and the Metropolitan Coordinating Council for Educational Television, a group comprising more than 40 civic educational agencies.

The group will be greeted by David J. Jacobson, CBS-TV director of public relations, and Craig Lawrence, general manager of WCBS-TV. Among the speakers will be Clarence Worden, director of WCBS-TV's educational and public service programs; Robert Herridge, producer of the WCBS-TV educational series, *Camera Three;* E. Carlton Winckler, production manager of the CBS-TV program department; Edgar Peterson, manager of the script and story department; Walter R. Pierson, manager of production for the operations department; Anthony Boschetti, manager of procurement; Gilbert De Stafano, manager of lighting; Paul Wittlig, manager of new effects development, and Andrew Mercier, assistant manager of technical operations.

SPOKEN WITH THE VOICE OF

Authority!

The judge . . . from his exalted position . . . speaks words of judgment clothed with the echo of authority. In Western North Carolina . . . over a rich 11 county area . . . WWNC broadcasts with the quarter-century prestige that also is recognized as the voice of authority.

Western Carolina's pioneer radio station has long been the preference of listeners over this rich area . . . S.A.M. gives it an 82.4% penetration in its 11 county 50%-100% coverage blanket.

Isn't it logical then that many advertisers, national and local, are on its 20-year Honor Roll. The measure of advertising is the ring of the cash register . . . and the rapid development of the WWNC area proves the effectiveness of the station. In Western North Carolina . . . vest your message with the "voice of authority."

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Kurlan Ups Damages Asked In Plagiarism Suit Against CBS

AMENDED and supplemental complaint against CBS, William Paley, CBS board chairman, and others, for breach of implied contract and plagiarism involving the show, *My Friend Irma*, has been filed in Los Angeles Superior Court by producer-writer Arthur Kurlan. Damages asked were increased from $150,000 to $3 million when Judge Ellsworth Meyer granted Mr. Kurlan permission to file the new complaint Sept. 10.

The original suit, filed in 1947 in the Los Angeles Superior Court, charged *Irma* was a misappropriation of the Ruth McKenney "My Sister Eileen" stories, to which the plaintiff claims all radio-TV rights. Mr. Kurlan contended that in 1946, after cutting an audition record starring Lucille Ball which was heard by the defendants, he was told the program idea could be used without payment to him or Miss McKenney by changing the characters' names and making them friends instead of sisters.

Demurrer to this complaint, filed by the defendants, was sustained. Decision later was reversed by the District Court of Appeals. Current action resulted when the defendants took the case to California's Supreme Court, which held that Mr. Kurlan had the right to take action.

The amended complaint, filed by Beverly Hills attorney Harold A. Fendler, gave the defendants 30 days in which to answer charges.

CBS-TV Affiliate Board Holds Meet With Network

CBS-TV Affiliate Advisory Board held its semi-annual meeting at the network's New York headquarters Thursday and Friday to discuss network developments and future plans.

The closed meeting with network executives was called by Glenn Marshall Jr., general manager of WMBR-TV Jacksonville. Attending were E. K. Jett, vice president and director of television, WMAR-TV Baltimore; James C. Hanrahan, vice president and general manager, WEWS-TV Cleveland, and Philip C. Lasky, general manager, KPIX (TV) San Francisco. Clyde W. Rembert, general manager of KRLD-TV Dallas, was unable to attend.

KGHL to Great Western

KGHL Billings, Mont., last week became the 10th station to join the recently-formed Great Western Network, comprising NBC-affiliated stations in Montana, Utah and Idaho, according to Holly Moyer, KDYL Salt Lake City, sales manager. The stations will use NBC line facilities [B•T, Sept. 7].

WESK Joins NBC Radio

ADDITION of WESK Escanaba, Mich., as an NBC Radio affiliate, effective yesterday (Sunday), was announced last week by the network. The 250 w station, which operates on 1490 kc. is owned by M & M Broadcasting Co.

Things look good on WCBS-TV

Look at cameras. (Like DeJUR, whose New York dealers credit increasing sales to Carol Reed, the *Rain or Shine* girl on Channel 2's *Six O'Clock Report.*)

Only on TV, of all media, can you demonstrate cameras with a camera's clarity... focus with sight, sound, and motion on details of design and operation... show the pleasure *and pictures* your prospect can enjoy.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market... the most quarter-hour wins ... the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time...

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, August 1953.

Check First

CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

LONDON BRIDGE IS FALLING DOWN...

falling down . . . falling down.
London bridge is falling down,
MY FAIR LADY!

If your product or service shows a tendency similar to that of the bridge in the nursery game, call KMBC-KFRM, Kansas City, or your nearest Free and Peters office, for availabilities on the KMBC-KFRM Team.

"My Fair Lady" is a pretty important person in your sales game, and she's buying the things she hears about on the radio station she listens to most!

the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

GRAY ANNOUNCES OPTICAL AIDS

TWO new products have been produced and placed on the market by Gray Research and Development Co. Inc., Manchester, Conn., that are said to enable television stations with limited manpower and resources to create, with projection equipment, special optical effects previously requiring larger staffs and expensive equipment.

An announcement last week from Newland Smith, Gray's general manager, stressed that the new manual control box for remote control of the Gray Telojector and the Gray Moving Mirror Multiplexer will make it possible for the smaller TV station "to create all the optical effects television viewers expect in the network and large-station programs."

The manual control box, Mr. Smith said, measures only 5¼ by 11 inches and can be mounted in a standard RCA console section. He explained that with this unit, a console operator can control the operation of the remote Telojector. "Fader levers" allow the operator to superimpose, lap, dissolve or produce instantaneous changes of slides, it was explained.

The Gray Moving Mirror Multiplexer was described by Mr. Smith as a device that will "allow station operators, for the first time, to combine three sources of optical projection into a single film camera without distortion."

AT&T Lines-Linking Brings More TV to More Outlets

WAKR-TV Akron and WILK-TV Wilkes-Barre were connected to the AT&T nationwide TV network facilities on Wednesday, the phone company's Long Lines Dept. announced last week, making TV service available to 166 stations in 107 cities in the U. S.

The company also announced the opening of a new radio-relay system between Chicago and St. Louis, providing initially four channels for telephone message and private line service, with four more channels to be added subsequently to meet TV service requirements as part of a "round robin" TV network of two channels each way serving stations from New York to Chicago and back to New York via St. Louis and Washington. A section of the new TV route was put into operation last month to provide network service to WEEK-TV Peoria, with WTVP (TV) Decatur, Ill., to be connected to the system in October.

Earlier AT&T said six more TV stations have been connected into the Bell System's network facilities permitting them to receive live TV network program service. They are: WPMT (TV) Portland, Me.; KHSL-TV Chico, Calif.; WENS (TV) Pittsburgh; WNOK-TV Columbia, S. C.; WMIN-TV Minneapolis, and WTCN-TV St. Paul.

Audio Devices Buys Advance

ACQUISITION by Audio Devices Inc., New York, of the assets and goodwill of Advance Recording Products Inc., Long Island City, N. Y., was announced last week by William C. Speed, president of Audio Devices. Mr. Speed said his company is one of the principal producers of recording tapes, discs and films and that Advance Recording is the second oldest firm in the U. S. in the manufacture of recording-disc blanks for radio stations, recording studios and phonograph record producers.

Schecter Named V. P. For CBS-Columbia Sales

APPOINTMENT of Harry Schecter as vice president in charge of sales for CBS-Columbia Inc., New York, TV receiver manufacturing subsidiary of CBS, was announced last week by David H. Cogan, president.

Mr. Schecter has been general manager of CBS-Columbia Distributors Inc., the factory distributing branch for CBS-Columbia in the New York area. Mr. Schecter is a veteran of 23 years in the radio industry, with experience in appliance sales, advertising and merchandising at retail, distributor and manufacturer levels.

Mr. Cogan said that Roland D. Payne will continue in his present capacity as manager of sales for CBS-Columbia.

MAGNETIC SOUND FOR FILM OFFERED

SYSTEM to make it possible for a TV station to use magnetic sound with motion picture film has been developed and is being marketed by Magnetic TV Sound Co., Green Bay, Wis. Formation of the company by James C. Gallagher of Gallagher Films Inc. was announced last week.

The firm will engineer and sell its patent-applied-for magnetic sound for television. The product is available on a royalty basis, along with the equipment to make it operate, according to the company.

A station could use the sound with films, regardless of the make of projection equipment being used, Magnetic TV Sound Co. explains. The firm claims that the new system would permit faster, less costly and better quality than sound tracks currently available.

News events can be filmed, developed, edited, recorded and placed on the air in less than an hour after the developing, while sync sound sequences can be handled faster with its product, the firm said. Use of the system for low cost commercials also is emphasized. Another use cited would be for foreign TV stations to record sound in their own language to be run with English language films.

The firm offers to send engineers to stations to set up a complete motion picture equipment unit or provide only the magnetic sound part for an existing motion picture installation.

GPL Announces Four Sales Changes

SALES organization changes have been announced by General Precision Labs, Pleasantville, N. Y., in moves to expand TV broadcast activities.

Blair Foulds, vice president, reported appointment of four division managers: E. Arthur Hungerford Jr., TV department; Nathaniel M. Marshall, eastern district; Edward Manzo, southeastern district, and Robert F. Johnston, midwest district.

RCA Monitran Available

RCA Victor's Engineering Products Dept. announced last week its broadcast equipment section has made available a new low-powered r-f TV transmitter for station monitoring needs. The new equipment, the Monitran, develops both a picture and a sound carrier on any one of the vhf channels and requires only a single coaxial cable to feed its signal to one or more receivers, the announcement said.

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room [illegible] Press Bldg., Washington 4, D. C.

any way you figure it . . .

HOOPER
PULSE
WREC
IS YOUR
BEST BUY
STANDARD
AUDIT

WREC 600

MEMPHIS NO. 1 STATION

It doesn't take a mathematician to figure WREC as Memphis' most listened to radio station. Hooper says it . . . Pulse says it . . . and so does Standard Audit & Measurement Survey. With a single schedule on WREC-600 advertisers cover the "better half" of both the rural and metropolitan listeners in the rich $2 billion Memphis market. And, rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today.*

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

THESE ARE THE TELEVISION STARS

TO MILLIONS IN LOS ANGELES . . . ALL EXCLUSIVELY ON

KTLA

Los Angeles is sold on KTLA and its Stars. That's Why They can sell Your Product

BEST!

KTLA
Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

XUM

features

ONE HUNDRED AND TEN REPORTS OF ENDURING WORTH

On the following pages B • T presents capsule summaries of articles which have appeared in the magazine this year on subjects that are still timely. The articles have been classified in 12 categories, Color Television, Equipment & Construction, Facts & Figures, Film, General Management, International, Merchandising, Programming & Production, Public Service, Subscription Television, Success Stories and Uhf. The Editors of B • T suggest that readers may want to keep this guide at hand as a permanent index of articles which have important reference value.

COLOR TELEVISION

"The Color Controversy" by Earl B. Abrams, B•T associate editor. B•T, June 22, 1953, p. 94.

With the imminent end of color television's state of suspension the entire color controversy is reviewed by a man whose job it has been to report it from the beginning.

"Color TV In Year? RCA Puts It Up to FCC" B•T, June 29, 1953, p. 31.

RCA-NBC's plans for color are outlined in its petition to FCC for rule-making procedure looking toward approval of compatible color standards. Board Chairman Brig. Gen. Sarnoff emphasizes that RCA and NBC are ready to act quickly to get commercial color underway.

"NTSC Files Color Bid" B•T, July 27, 1953, p. 33.

National Television System Committee files its proposed color standards with the FCC and asks their adoption. FCC lets it be known that there will be no quick decision on the compatible system but begins taking first steps toward study.

EQUIPMENT & CONSTRUCTION

"Blueprint for a TV Station" B•T, March 16, 1953, p. 85.

The Los Angeles architect-engineer firm of Periera & Luckman has designed a unique TV studio and office building for KEYT (TV) Santa Barbara, Calif. It was built for $125,000.

"Do Power Boosts Mean Bigger TV Coverage?" by Earl B. Abrams, B•T associate editor. B•T, Aug. 31, 1953, p. 78.

In TV, station power is not measured as it is in radio. Frequency and antenna height can be as important as power. In this article Mr. Abrams explains some of the significant points of high and low powers, high and low antennas and high and low positions on the band.

"The High Cost of Hoping for Television" by Earl B. Abrams, B•T associate editor. B•T, March 9, 1953, p. 82.

It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 or more, and many of them, of course, won't get a channel.

"Taped TV" by Frank Healey, executive director of the electronics division of Bing Crosby Enterprises. B•T, Feb. 16, 1953, p. 79.

How taped TV will work, what it will cost, and how much it will save are discussed by one who has been on the inside of much of its development.

"The Threat to Tall Towers" by George E. Sterling, member Federal Communications Commission. B•T, March 16, 1953, p. 84.

An authority on engineering and FCC procedure, Commissioner Sterling makes some suggestions on how to solve antenna problems.

"A TV Station Tailored for Growth" B•T, April 13, 1953, p. 84.

Kramer, Winner & Karmer, New York architects and broadcast engineers, have designed a plan for radio stations which expect to enter TV modestly but want room to expand. This article gives the basic fundamentals of the idea.

FACTS & FIGURES

"ABC of Radio & Television" by George O. Gillingham, FCC information chief. B•T, March 30, 1953, p. 78.

A primer of radio and television which answers many questions that even the most experienced radio and television executives might find troublesome.

"Blair Study, Karol Talk Proves Radio's Vitality" B•T, June 15, 1953, p. 31.

John Blair & Co. has used monthly Pulse rating reports in 12 established markets to show that more people listen to their radios from 6 to 9 p.m. than from 6 to 9 a.m.

"Final Figures: TV's 1952 Revenue Hits $324.2 Million, 38% Over '51" B•T, Aug. 3, 1953, p. 36.

FCC annual financial report for television in 1952 revises preliminary figures issued in March and shows TV stations had total income of $55.5 million before taxes. The networks had a total income of $8.9 million.

"Here's Why McCann-Erickson Is Bullish About Radio" B•T, July 27, 1953, p. 94.

To prove to its executives that the reports of radio's death were highly exaggerated, the radio-TV department of McCann-Erickson conducted a unique presentation before clients and group heads and account executives of the agency. The demonstration took the form of questions and answers with Hendrik Booraem Jr., vice president in charge of programming, and William Dekker, vice president in charge of media, replying to the platitudes of those who have predicted radio's demise. The answers are significant to anyone in any way interested in the radio medium.

"How Big Will TV Be?" by John B. Crandall, media director of Sherman & Marquette, New York. B•T, Feb. 9, 1953, p. 77.

Here is one view of the ultimate development of television, in terms of its usefulness to the national advertiser. It is a condensation of a report which the agency, Sherman & Marquette, prepared for one of its major accounts, and will prove of interest to everyone interested in the future of the media.

"How Many TV Outlets Can the U. S. Support?" by Peter R. Levin, operator of his own management consultant firm in New York, specializing in radio and TV. B•T, April 27, 1953, p. 101.

Considering the logical sources of revenue—local, regional and spot—just how many stations can a market support? That is the question that the author, a recognized economist, attempts to answer on special assignment by B•T.

"How To Multiply an Error" by Arthur C. Nielsen, president, A. C. Nielsen Co. B•T, Aug. 3, 1953, p. 86.

Shortly after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked researchers to explain to their subscribers exactly how their figures should and should not be used. This is the Nielsen explanation.

"The Ladies Have the First WORd, Too" by Robert M. Hoffman, director of research, WOR New York. B•T, May 25, 1953, p. 78.

WOR's objective was to provide an inexpensive research system for the advertiser. The answer was the Consumer Testing Panel, where the women who will buy the product and use it tell the men who make and promote it where they're right, where they're wrong and what to do about it. Since Feb., 1951, the panel has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entre into the offices of account executives and advertising managers.

"Monopoly Programming: New Challenge for Research?" by Walt Dunn, salesman for H-R Representatives. B•T, Aug. 17, 1953, p. 98.

There are two types of programming, monopoly and non-monopoly, and different circulations can be generated by each, says Mr. Dunn. Trouble is that present research methods don't measure these circulation differences. He proposes that ensuing studies try to uncover such facts.

"A New Survey Suggests Changes in Political TV" B•T, Feb. 23, 1953, p. 77.

Survey by Dr. Joseph C. Seibert, chairman of the marketing dept. at Miami U., Oxford, O., shows that the maximum benefit out of the money spent on television during the presidential campaign came during the last 10 days.

"Newspaper Technique Suggested for Radio" B•T, Jan. 12, 1953, p. 26.

A report on the results of a Department Store's study conducted at Pomeroy's in Pottsville, Pa. Among other things it shows how newspaper advertising varies through the week while radio stations expect a set pattern of advertising from Monday through Friday.

"Newspapers Are Wonderful" by J. Frank Beatty, B•T associate editor. B•T, Sept. 7, 1953, p. 90.

A story of an interview that never took place. Mr. Beatty puts his tongue in cheek to write a satire on research methods that produce such results as those obtained in a "Continuing Study of Housewives' Attitudes Toward Advertising Media" conducted by Northwestern U.'s Medill School of Journalism.

"Politz Study Affirms Penetration of Radio" B•T, July 27, 1953, p. 31.

Pervasiveness of radio and the people's reliance on radio, making it "an indispensable medium," are shown in a new type of radio survey commissioned by stations represented by the Henry I. Christal Co.

"Station Circulation and Rates Compared" B•T, July 6, 1953, p. 82.

Quick guide for buyers and sellers who wish to determine whether they are paying over or under the scale for the opportunity to reach an audience of a certain size on radio is presented in this article. Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by that organization's 1952 study, the material is presented in easy-to-use chart form.

"Thirty Leading Agencies in Radio-TV Billings" by Florence Small, B•T agency editor. B•T, Jan. 5, 1953, p. 23.

The 30 most active agencies in radio and television during 1952 are here listed in the order of their billings. Together they handled broadcast billings of $448.9 millions with $182.9 million in radio and $266 million in TV.

"U. S. Post-War Radio Sets Now Exceed 110 Million" B•T, Aug. 17, 1953, p. 39.

In the seven and one-half years since World War II, radio production has passed 110 million sets, more than the number made in the preceding 21 years. Radio-Electronics-TV Mfrs. Assn. report shows that each month in 1953 the radio set production increased over the same month in 1952. The production more than doubled that of television sets.

FILM

"This Camera Control System Cuts TV Film Costs 20%" by David Glickman, B•T West Coast manager. B•T, March 2, 1953, p. 85.

Synchronized cameras to film big TV shows are cutting costs for Filmcraft Productions. The technique is not unlike live production and costs far less than older Hollywood methods.

"Can You Really Get It Wholesale?" B•T, Aug. 10, 1953, p. 87.

Testimony at an FCC hearing is not always dry and uninteresting. Take, as an example, that submitted by KRMD Shreveport, La., on the question of film costs. An official of the proposed station submitted the view that the station would be able to program at least half the time with film purchased at a monthly cost of $1,200. Under cross examination he expanded on this statement.

"The Care and Feeding of TV Film Unions" by Isidore Lindenbaum, Filmcraft Productions president, labor negotiator and attorney. B•T, July 13, 1953, p. 89.

Twenty-four unions are engaged in one way or another in Hollywood production of film for TV. With a rigid caste system which must not be broken, the task of arranging production is a difficult one that demands great skill and know-how. In this article Mr. Lindenbaum tells some of the diplomatic intricacies and economic hazards of TV film producers.

"The Case for Filmed Television" by John L. Sinn, president of Ziv Television Programs. B•T, Jan. 26, 1953, p. 77.

One of the leading figures in the film business gives his arguments for filmed TV. The growing importance of this particular phase of the media makes this article of particular interest to TV executives.

"Covering the World in TV News Film" by Bruce Robertson, B•T senior associate editor. B•T, Sept. 14, 1953, p. 109.

It takes men, money and ingenuity to collect the miles of news film that funnel into NBC-TV to be edited down for daily and weekly TV news shows. This report tells how it's done.

"Cutting Costs of TV Commercials" by Arthur Bellaire, in charge of television and radio copy for BBDO. B•T, April 13, 1953, p. 79.

It's still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked players' fees tremendously. Here Mr. Bellaire tells some of the tricks learned the hard way by the biggest billing agency in radio and TV.

"Editing Feature Film" B•T, Aug. 10, 1953, p. 88.

A pair of scissors is not the only prerequisite of a film editor. He can make a film better or spoil it entirely by the changes he makes. Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, gives some good advice to station film editors. His views will interest both the amateur and the professional.

"Film Must Cost Money" B•T, Sept. 14, 1953, p. 120.

Gerald King, president of United Television Programs Inc. and Standard Radio Transcription Services Inc. tells B•T why broadcasters must expect to pay more for programming when they go into television.

"Film Re-Runs Can Pay Off" by Carol Levine, program film supervisor of WPIX (TV) New York. B•T, Aug. 10, 1953, p. 88.

Getting extra mileage out of feature films is an art in itself. Ratings have shown a tendency not to suffer appreciably on re-runs, Miss Levine finds. The individual cost of each showing is considerably lower. The film supervisor gives good advice to station executives who are considering using feature films more than once.

"Film Shows Can Meet Network Competition" by John Osbon, B•T Chicago news editor. B•T, Sept. 14, 1953, p. 114.

Despite heavy opposition from high-budget network shows, WGN-TV Chicago keeps its audience and advertisers happy by skillful film programming.

"How Important Is Film" B•T, July 13, 1953, p. 87.

Survey by B•T shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies made originally for theatres are still ahead of films made especially for TV.

"Let's Quit Plugging Movies" by Willard E. Walbridge, general manager of WJIM-TV Lansing, Mich. B•T, July 20, 1953, p. 90.

The volume of free plugs that TV, particularly the networks, gives to motion pictures appalls the author of this article. He points out that movies never give TV anything but a bad time, Here are examples of the many types of movie plugs together with Mr. Walbridge's suggestions as to what should be done about them.

"Stock Footage: How To Use It" by Frank C. Lepore, manager film & kinescope operations, NBC Film Division. B•T, July 13, 1953, p. 101.

Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren't already in the can. Mr. Lepore, in his capacity at NBC, has had experience that would be valuable to any TV station. In this article he shares this experience with his readers.

"13 Good Film Deals for New TV Stations" B•T, July 13, 1953, p. 102.

Thirteen firms which specialize in film production and packaging have listed special offers they are making to new TV stations. Names of the films, the category, length, number of units, markets sold to date and cost are provided.

"Tips for Novice Film Buyers" by Hugh M. Smith, general manager of the Covington stations, WCOV-AM-TV Montgomery, WGWC Selma and WGWD Gadsden, all in Alabama. B•T, July 13, 1953, p. 112.

Film buying and film handling in the smaller market station are especially important to management. Mr. Smith, in that capacity, has had experience which would prove of interest to many other station managers in similar locations.

"Tips: To The Novice Film Buyer" by Elaine S. Phillips, film director, WSPD-TV Toledo. B•T, Aug. 10, 1953, p. 82.

Buying film has long been a neglected function in station management. Because of the recently expanding market and the correspondingly expanding availability of both old and new film this phase of programming has taken on new importance to every station. Miss Phillips, an experienced film buyer, gives novices some do's and don'ts of the trade.

"Tips: To The Novice Film Producer" by William C. Hodapp, executive director of Teleprograms Inc. B•T, Aug. 10, 1953, p. 83.

Mr. Hodapp produced the NBC-TV series *American Inventory* and is the author of a basic book for beginners, "The Television Manual." This article is a chapter from that book. It gives much valuable advice directed to the novice who is making his first attempt at film production.

"You Can Make 'No'-Budget Film Commercials" by Carl Pehlman, film director of KKTV (TV) Colorado Springs. B•T, Sept. 14, 1953, p. 108.

Mr. Pehlman's station has learned how to turn out film commercials that are cheap enough for local advertisers to afford but effective enough to sell plenty of merchandise. In this article he explains how it can be done by other stations.

"The Well Dressed TV Show" by Dave Glickman, B•T West Coast manager. B•T, Sept. 14, 1953, p. 102.

A detailed roundup of wardrobe sources that TV film makers use to supply the costumes for their productions.

GENERAL MANAGEMENT

"Bookkeeping, Key to Better TV Management" by Walter J. Damm, vice president and general manager of radio and television, The Milwaukee Journal Co. (WTMJ-AM-TV). B•T, May 11, 1953, p. 88.

Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense and more revenue, TV management needs up-to-the-minute accounting systems that will keep it thoroughly informed. In this article Mr. Damm tells how he keeps tabs on WTMJ-TV operations.

"Equal Rights for Radio and TV" by Max Lerner, legal staff member of Sesac. B•T, July 20, 1953, p. 92.

Equal rights for radio and TV with other news media in covering court and other legislative proceedings are discussed in this article which is summarized from an earlier piece by Mr. Lerner, which was published in the *American Bar Association Journal.*

"Four Ways to Expand TV Use by Department Stores" by Samuel H. Cuff, radio and television consultant to Allied Stores. B•T, Jan. 19, 1953, p. 84.

A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. In this article an expert tells why he believes TV and the big stores have failed to come together.

"How to Finance TV Stations" by Dr. Henry H. Buba, president of the Henry Buba Co., New York, specializing in management services for radio and TV stations. B•T, Jan. 26, 1953, p. 82.

There's plenty of venture capital available to finance television stations, but to pry it loose is not an easy job. Here are an expert's suggestions on how investors and telecasters can get together.

"How to Increase Your Radio Profits" by Richard Allerton, manager of NARTB Research Department. B•T, May 5, 1953, p. 86.

A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations. The study was made by Stewart, Dougall & Assoc., and was unveiled in detail at the NARTB convention in Los Angeles.

"Is Community TV Here to Stay?" by Earl B. Abrams, B•T associate editor. B•T, Feb. 9, 1953, p. 82.

Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television out of their areas. Others welcome such systems as a means of extending coverage.

"Is TV Pricing Itself Out of the Market?" by Frank Stanton, president of CBS, and Frank White, president (at time of issue) of NBC. B•T, April 6, 1953, p. 82.

The National Assn. of Advertisers hears the presidents of the two biggest television networks tell why they believe TV prices are in line with the services they render.

"Never Keep a Salesman Waiting" by Harold E. Fellows, president of the NARTB. B•T, March 9, 1953, p. 84.

In a speech to the Advertising Club of Boston, Mr. Fellows presents a new advertising character, Twenty Percentage. His life and times will be of interest to every radio or television executive.

"New Corner, Main and Wall Streets" by Alexander Eisemann Jr., president of Eisemann Industrial Corp., New York. B•T, March 2, 1953, p. 80.

Some telecasters, whose operations are either active or planned, are beginning to look to Wall Street financing to obtain capital or the tax advantages it can provide. And Wall Street is looking for "growth" companies to invest in. Chances are that more and more TV station owners and financiers will get together.

"Optimism Sparks NARTB Gold Rush Convention" (Complete coverage of the convention) B•T, May 4, 1953, p. 27.

Near record reached in attendance. FCC Chairman Hyde speaks on broadcast regulation. Brig. Gen Sarnoff receives the first annual Keynoter award. Other convention coverage.

"Those Riches in the Indies" B•T, Jan. 26, 1953, p. 80.

Independent radio stations, as a group, are better off today than they were before television. As good an example as any of the go-getting independent station is WITH Baltimore, a 250-watter that keeps right on making money against tough TV and radio competition.

"TV Can Help Radio" by Jack Williams, KOY Phoenix program director. B•T, July 20, 1953, p. 82.

Here's a radio station that is better off than before TV came to town. Twenty-nine months after the advent of a competing television station, KOY found that it had actually been helped by the news medium. Among other things the KOY staff learned two lessons: First, "always somebody is listening;" second, "you can't beat a good staff."

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INTERNATIONAL

"The Electro-Magnetic War" by Edward W. Barrett, Assistant Secretary of State (1950-52). An adaptation from his new book, *Truth Is Our Weapon* (Funk and Wagnall). B•T, June 22, 1953, p. 86.

Here is a long-view look at the war of the airwaves that has raged for several years. No one is better qualified to write the recent history of the Voice of America's part in that war than the man who ran the Voice in two of its most critical years.

"The Red Nework" B•T, Aug. 24, 1953, p. 82.

Radio is a propaganda medium behind the Iron Curtain. The Communist regimes have made it a channel of communication between the party and the people in satellite Europe, totally rejecting the Western concept of radio as entertainment. Condensed from an article in the August 1953 issue of the authoritative *News From Behind the Iron Curtain*, a monthly publication of the National Committee for a Free Europe, this article reveals much heretofore secret information on how the Reds use the medium.

"Television Fiesta Style" by J. Frank Beatty, B•T associate editor. B•T, June 15, 1953, p. 83.

Five television stations are on the air south of the border. The number of television homes is rising rapidly. Here is a study of the Mexican television station by one of B•T's associate editors, who made a special on-the-scene analysis of the market.

MERCHANDISING

"Going Shopping by TV Is a Hit with Sponsors" B•T, Aug. 17, 1953, p. 100.

KTTV (TV) Hollywood has built a long-range merchandising plan with its *Star Shoppers* program which is geared to station advertisers—both active and prospective—who merchandise through food markets. Half-hour audience participation program originates from various supermarkets in the greater Los Angeles area five times weekly.

"Merchandising—It's a Must" by Hal Davis, vice president and promotion director of Kenyon & Eckhardt. B•T, July 27, 1953, p. 87.

"Maybe we're overboard on the subject," says Mr. Davis, "but at Kenyon & Eckhardt it's getting hotter every day. Research, radio-TV and promotion work together to get the most for a client's ad-dollar. And that applies to networks and program producers, as well as stations." Mr. Davis argues the case for increased merchandising support from stations.

"Merchandising With Meaning: The Story of Feature Foods" by Jane Pinkerton, B•T staff writer. B•T, Jan. 19, 1953, p. 88.

When an advertiser buys into a "Feature Foods" show on WLS Chicago, KYW Philadelphia and WHO Des Moines, he gets a valuable merchandising plus. Cooperating stores push his products with special displays and promotion.

"Should Stations Do Merchandising? Yes, Says Crosley's Dunville" B•T, June 15, 1953, p. 86.

Here is a statement on merchandising, its costs and its profits, from the executive responsible for the Crosley stations' policy. Long outstanding for its merchandising efforts, the Crosley group takes its efforts in this direction into consideration when fixing its rates, Mr. Dunville explaines.

"What Merchandising Aids Are Available from Networks?" B•T, Aug. 31, 1953, p. 83.

As a part of the Kenyon & Eckhardt survey of merchandising the agency asked each of the networks to explain its policies on the subject. This article includes each of those statements of policy.

"What Merchandising Aids Are Available from TV Stations?" B•T, Aug. 31, 1953, p. 82. Complete station-by-station results of survey, 1953-54 Telecasting Yearbook & Marketbook, p. 374.

Results of the first comprehensive survey of television station merchandising are reported in this article and in the Yearbook & Marketbook. The survey, conducted by Kenyon & Eckhardt, with the cooperation of B•T, took place in May and covered all TV stations on the air at that time. It showed that 80% of the nation's stations do some type of merchandising and then breaks down that service into what kinds of merchandising are offered by each station.

PROGRAMMING & PRODUCTION

"Baseball Re-Creation by Teletype" by Jack Paige, executive vice president of the Intermountain Network, Salt Lake City. B•T, June 29, 1953, p. 98.

An experienced radio executive tells how his regional baseball network cut costs of baseball broadcasts considerably by setting up a TWX system of communication.

"Binaural Broadcasting: Radio's Version of 3-D" B•T, April 13, 1953, p. 86.

Classical music, two-dimensionally transmitted both live and tape-recorded, benefits most from the dual channel reproduction of binaural or stereophonic broadcasting. Popular music fans are also destined to enjoy this type of broadcasting as soon as the recordings become available.

"The Case for Live Television" by Martin Stone, president of Kagran Corp., which, among other things, produces *Howdy Doody*. B•T, Jan. 19, 1953, p. 77.

The television broadcaster who draws upon celluloid for his daily programming reduces his role to that of an exhibitor, in the opinion of Mr. Stone. Live programming, while admittedly troublesome, has many advantages, the author believes. His argument makes interesting and important reading.

"Five Keys to Better TV News Shows" by Donald E. Brown, associate professor, U. of Ill. B•T, Aug. 17, 1953, p. 94.

WTVJ (TV) Miami won the Radio-Television News Directors Assn.'s "Distinguished Achievement Award For Television News in 1952." Through work and observation in the WTVJ newsroom during a vacation from teaching the writer of this article tells the five reasons he believes its news presentation is outstanding. Briefly they may be summarized as: Emphasis on spot news; enlightened attitude of management; full utilization of visual tools; detailed, intelligent planning, and an elaborate network of contacts.

"Hoedown on Beacon Hill" by Mitzi Kornetz, B•T Boston correspondent. B•T, July 20, 1953, p. 86.

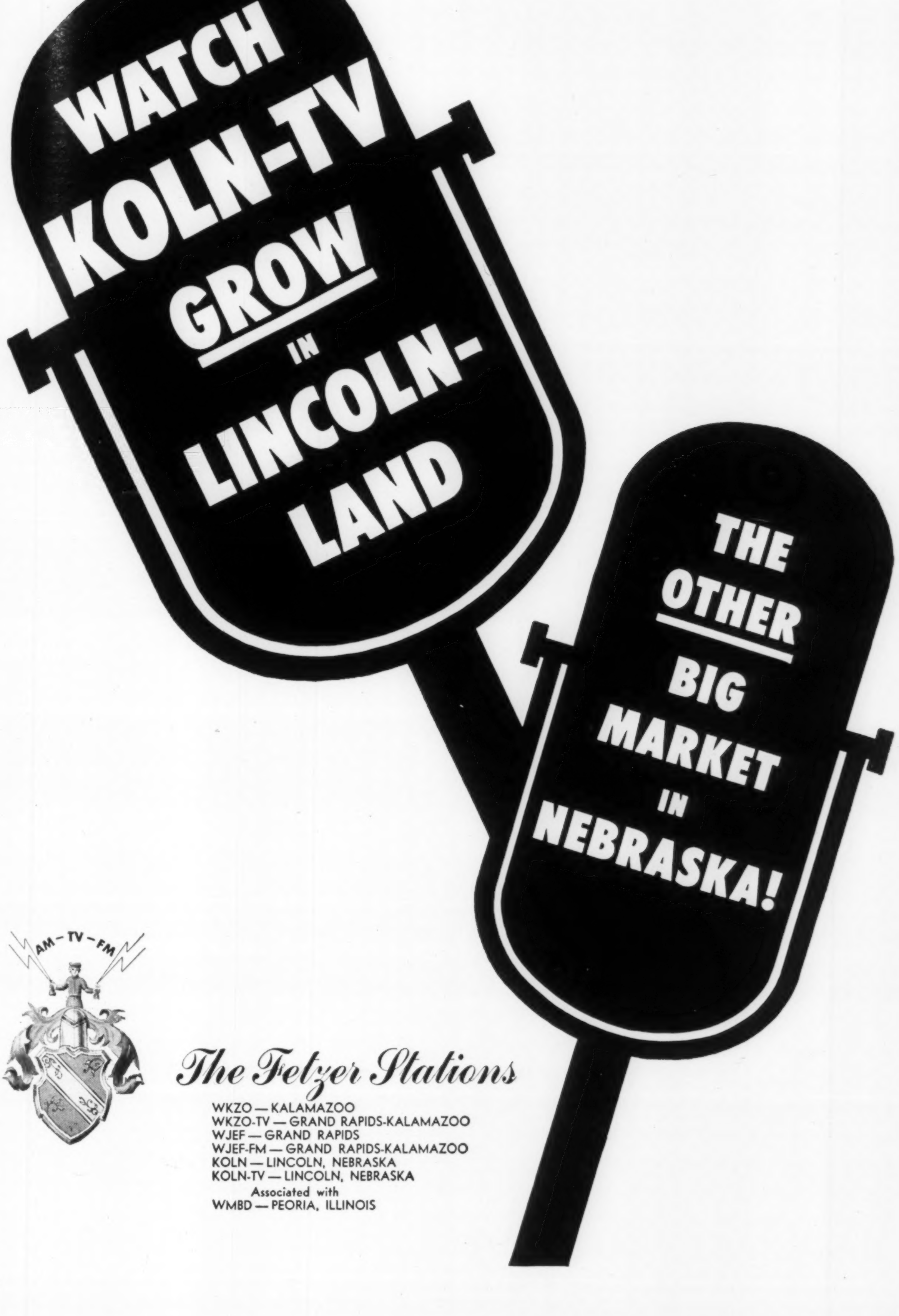
Boston has taken to "Turkey in the Straw." The yodelling of the Ozarks and the twangy rhythms of the hayseed country have been heard in Boston's hallowed Symphony Hall. WCOP Boston decided to gamble on country and cowboy music and has found that it pays off in a big way.

"How to Set Your Sales Talk to Music" by Phil Davis, of Phil Davis Musical Enterprises, one of the leading producers of musical commercials for radio and TV. B•T, Feb. 16, 1953, p. 80.

The musical commercial is a standard advertising technique. Like all other techniques, it must be carefully planned and skillfully created. Here an expert tells how some of the most successful jingles have been prepared.

"How to Televise Baseball" by Jack Murphy, sports editor, WPIX New York. B•T, May 18, 1953, p. 78.

Before you start televising baseball, be sure that you know the game, advises Jack Murphy. Pleasing the discriminating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AM — TV — FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
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baseball audience has made the WPIX sports editor a master at his trade. The station is now in its sixth year of telecasting that and other sports.

"It's Okay to Kid the Commercial but Finish With a Serious Pitch" by Ted Brown, m.c. of the *Ted Brown Show,* 7-9 a.m., Mon.-Sat., WMGM New York. B•T, July 6, 1953, p. 86.

The commercial better not be the "kiss of death," says Ted Brown. On a morning show commercials may come up as often as ten times in a half hour and the show has to stay lively. Some ways to keep it that way are explained by the experienced and successful Mr. Brown.

"Removing the Rust from Radio Programming" by Elmo Ellis, program manager, WSB Atlanta. B•T, Feb. 2, 1953, p. 80.

Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try some of the methods used by Mr. Ellis.

"The One-Man Show" by Richard Pack, director of programs and operations for WNBT (TV) New York. B•T, March 16, 1953, p. 78.

One good performer is worth a thousand gimmicks. That is the fundamental principle which Mr. Pack believes is the basis for local programming. The one-man show can be a little show, but given the proper talent and resourceful production, it can be a big show. It can be adapted to a wide range of programs. In this article Mr. Pack gives his reasons for believing in its possibilities.

"Promoting the Public Service Show" B•T, Sept. 7, 1953, p. 85.

How Bryant College applied commercial promotion techniques to build support for its *Bryant's View* on WPRO Providence with spectacular results.

"Spot News Is Better on Radio" by Paul W. White, executive editor, KFMB-AM-TV San Diego. B•T, Feb. 9, 1953, p. 84.

This expert believes that television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction; but for day in, day out presentation of the news, radio still turns out a better job.

"Television News Can Pay Off" by Richard Oberlin, news chief of WHAS-TV Louisville. B•T, June 29, 1953, p. 94.

News programming, Mr. Oberlin believes, can be as profitable for TV stations as it has been for radio. The trick is to keep costs within recoverable limits. WHAS-TV has found a number of ways to make that possible and still put on some of the top news shows in the nation.

"They Can Put a City in Your Parlor" by Rufus Crater, B•T New York editor. B•T, Feb. 2, 1953, p. 77.

Special effects men are the magicians of television. Some of their illusions would put a Houdini to shame. Here's a look into their bag of tricks used to add reality to TV.

"To Broadcast Verse Can Be a Curse" by Frank Beatty, B•T associate editor. B•T, Feb. 16, 1953, p. 84.

A recent amendment to the U. S. copyright law adds new complications to copyright clearance for program producers and radio and television broadcasters. Here are some tips on what you can and cannot do under the revised law.

"Wayne U. Learns Selling the DJ Way" B•T, May 25, 1953, p. 77.

Eddie Chase, CKLW Detroit disc jockey, shows Wayne U.'s radio school that there is more to being a morning man than spinning a platter.

"Weather on Video" B•T, July 20, 1953, p. 88.

Weather in Texas is like weather everywhere else—everyone talks about it. WBAP-TV has done something about it, too, with its completely equipped weather station in its own studios. Since 1949 the station has presented *Weather Telefacts* to a wide and vitally interested audience. This article tells how it does it.

PUBLIC SERVICE

"Radio Built This College" by Harold Hopkins, B•T staff writer. B•T, Feb. 2, 1953, p. 84.

More than 900 youths and adults are getting college training Traverse City because a broadcaster did something about th lack of higher education in the region.

"Seattle Likes Teaching by Commercial TV" B•T, July 6, 195 p. 81.

Educational television in its most concentrated form is bein telecast regularly on KING-TV Seattle. Recently the statio completed one full year of its *Telecourse* series which it h been presenting in cooperation with the U. of Seattle. Th courses are offered for university credit and have met wi good audience reaction.

"Young Voices Speak for Democracy" by J. Frank Beatty, B• associate editor. B•T, Feb. 23, 1953, p. 78.

A review of all the winners of the annual Voice of Democrac contest which is sponsored by the NARTB, RTMA and th U. S. Junior Chamber of Commerce. The contest is withou equal both as a public service and as a promotion.

SUBSCRIPTION TELEVISION

" 'We Need Subscription TV,' Four UHF Grantees Tell FCC" B•T, Aug. 10, p. 31.

Four holders of construction permits for uhf stations appea to the FCC to take quick action in approving subscription TV as a supplementary source of revenue to advertising. Their argument: Without box-office television, uhf in many places faces economic disaster.

"Will a Box Office Be Added to TV?" by Earl B. Abrams, B•T associate editor. B•T, Aug. 3, 1953, p. 82.

Box-office television is one of the most controversial questions of the year. In this article Mr. Abrams gives the history of subscription TV, summarizes the present situation and make some predictions of what is to come.

SUCCESS STORIES

"Big Bank Banks on California Radio" B•T, June 29, 1953, p. 93.

The Bank of America, nationally known California institution, assigns to radio a big part in its promotion campaign. Those in charge believe the success of this program is due in large measure to an effort to match its purchases of radio time with clear-cut objectives.

"Big, Live Show Attracts Morning Audience" B•T, May 4, 1953, p. 85.

Problem of a sell-out in the morning hours was answered at WTAM Cleveland with *The Morning Bandwagon,* a live show featuring 17 musicians. The experiment was a success from the start.

"Breakfast at Benson's" B•T, Jan. 26, 1953, p. 78.

Breakfast programs have proved successful for Norge in a number of Michigan cities including Lansing, Traverse City, Holland, Grand Rapids and Cadillac. Here's how it's done.

"Day Time Can Be a Hot Time on Video" by Craig Lawrence, general manager, WCBS-TV New York. B•T, March 23, 1953, p. 82.

A few months ago they argued that women could not spare the time from household chores to watch television. How wrong they proved to be is explained by Mr. Lawrence, whose daytime sales have risen 300% in one year.

"Dead Dogs Don't Eat Dog Food" B•T, Jan. 19, 1953, p. 86.

The *Calo Pet Exchange* finds homes for pets that might other-

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wise be destroyed. It's a commendably humane project, but it also helps Calo sell dog and cat food.

"For Clorets TV Is Kissing Sweet" B•T, Feb. 16, 1953, p. 82.

Television has proven the answer to the American Chicle Co. problem of establishing its Clorets Chlorophyll Gum, which was put on the market in 1951. Here's the story of another television success on a national scale.

"From Third to First in Three Sales Months" B•T, March 16, 1953, p. 77.

Chesty Foods Inc., of Terre Haute, Ind., makers of potato chips, has found that video is the secret of making sales zoom from third to first place in your field. Last fall the firm signed with WTTV (TV) Terre Haute for the 10 U. of Indiana basketball games. The Hoosiers, with little expected of them, came home to clinch the Big Ten championship. The Chesty Foods Co. clinched a lot of new business at the same time.

"How to Move a House" B•T, June 22, 1953, p. 85.

Schmale Realty Co. in Belleville, Ill., has found a direct-from-office broadcast of interviews with local people, real estate listings and community news pays off in sales. Using WIBV Belleville, 11:45-11:53, Mon.-Fri., the firm reports radio is its answer to successful promotion.

"KGAK Gives Radio Back to the Indians" B•T, July 20, 1953, p. 81.

A $10,000,000-a-year cash market that had not been tapped until a year ago is being served by KGAK Gallup with broadcast in Navajo. Gallup, historic trading center for the Indians, finds the program a business getter.

"Kraft Theatre" by Bruce Robertson, B•T senior associate editor. B•T, June 15, 1953, p. 88.

Kraft Theatre has the record of having the longest continuous run of any similar program on television. Its commercial success is even more remarkable than its longevity. Consistent quality of material, staging and talent have contributed to its success. And the ability of the Kraft commercials to make the family decide to "have that dish tomorrow" has kept sales at a satisfactory pace ahead of rising network and production costs.

"Mystery Tunes Build Appliance Sales" B•T, March 30, 1953, p. 77.

A spot schedule that grew from 2 per day to 100 weekly in less than one year has also built profits for WSRS Cleveland and for the Universal Television & Appliance Co. of that city, which sponsors the show.

"Newspaper of the Air" by Frank Rylick, copy director, Geoffrey Wade Adv., Hollywood. B•T, Aug. 24, 1953, p. 86.

Results were happy when this 20-year-old radio news show was recently adapted to regional TV. Sponsored by the Miles California Co., the show has been hailed as the "longest association between sponsor, agency, program and talent" on the Pacific coast. It advertises Alka-Seltzer and One-a-Day brand multiple vitamins, products of Miles Laboratories, Elkhart, Ind. Agency is Geoffrey Wade Adv., Chicago and Hollywood. The story of its long success in radio and its new hit in TV is told with skill by one of those responsible for its success.

"Operation Sunburst" B•T, March 2, 1953, p. 78.

Crosley stations found a way to combat the summer slump with a big promotion that boosted business. Nearly a quarter million people visited the Sunburst homes in Dayton, Hamilton, Cincinnati and Columbus. Gift of a Sunburst house, worth $25,000, was top prize of the summer promotion contest.

"Pepsi-Cola Hits the Spot" B•T, June 29, 1953, p. 100.

The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. The station is getting credit for rebuilding confidence in boxing and combatting juvenile delinquency.

"The Pitch on Radio and TV" by Edwin H. James, B•T senior editor. B•T, Jan. 19, 1953, p. 80.

Charles Antell Inc., distributor of Charles Antell Formula No. 9, and National Healthaids of Baltimore Inc., distributors of NHA Vitamin Complex and Fastabs, have found radio and television their best means of promotion. In fact so successful have these firms been that the men back of them are now big businessmen. This is their story.

"Radio and Gasoline Mix" B•T, July 27, 1953, p. 92.

It took a gasoline price war to teach this Michigan refinery the power of radio. Now the company uses 20 spots a day to sell premium gas at higher prices than those of any competitor.

"Radio Moves Furniture in Iowa" B•T, March 16, 1953, p. 80.

A furniture dealer in Cedar Rapids, Iowa, credits "radio properly used" with increasing his business five-fold since 1946. Starting on WMT in 1946, the A. W. Peterson Co. has gradually expanded its radio budget as its business expanded, using additional time on additional stations.

"Radio Revives Downtown Shopping in Gary" B•T, April 27, 1953, p. 101.

A cooperative promotion by radio station WWCA and the Gary Downtown Merchants Assoc. has resulted in greatly increased shopping for the Indiana city. The campaign had four aims: (1) To promote Northern Indiana's "greatest shopping center" and publicize the city as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic; (4) boost sales, particularly during the Christmas and Easter seasons.

"These Bricks Aren't Gold, But They Sell Like It" B•T, March 2, 1953, p. 84.

Executives of the Remillard-Dandini Co. have been selling millions of bricks to people of the San Francisco area through radio. Here's the story.

"TV Brought 30,000 Customers To This Department Store" B•T, July 27, 1953, p. 90.

Rike-Kumler, leading department store in Dayton, and WLWD (TV), the Crosley outlet in that city, have a successful two-and-one-half year association to prove that TV can prove a real boon to such a store's advertising problems. The show, backed by WLWD promotion and merchandising, has grown from an experiment to an important part of the store's promotion planning.

UHF

"UHF Faces a Test: Los Angeles' 7 VHFs" by Leo Kovner, B•T Los Angeles staff member. B•T, Sept. 7, 1953, p. 86.

John Poole, California broadcaster, is today's television counterpart of Daniel entering the lions' den. He is about to put a uhf station on the air to compete against solidly established vhf operations in one of America's two most heavily saturated vhf markets. In this article, Mr. Poole's long-range plans for survival are explained in detail.

"UHF In South Bend" by John Osbon, B•T Chicago news editor. B•T, March 9, 1953, p. 78.

There were 35,000 vhf sets in South Bend, Ind., oriented on Chicago and Kalamazoo, before WSBT-TV began operating on Ch. 34. On Feb. 28, two months after the South Bend station went on the air, there were 26,499 sets capable of receiving its signal. The station's target is 60,000 sets converted by fall.

"UHF Is Television Too" by Julian Gross, president of WKNB-AM-TV New Britain, Conn. B•T, July 6, 1953, p. 84.

Here a uhf station operator sets out to clear up what he feels has been distorted thinking about television station operating in the high bands.

"What Happened In Roanoke" by J. Frank Beatty, B•T associate editor. B•T, July 13, 1953, p. 115.

WROV-TV Roanoke decided that it could not meet vhf competition in that area with a uhf station. B•T sent an experienced editor into the area to find out the reasons why. His report shows that what happened in Roanoke won't necessarily happen elsewhere.

WDAY-TV

(FARGO, N. D.—CHANNEL 6)

COVERS THE NATION'S THIRD-BEST* COUNTY IN RETAIL SALES PER FAMILY!

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

And *besides* — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

**Cass County is third-best among all U. S. counties of over 50,000 population.*

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

SELL MORE IN THE SOUTH'S No. 1 State!

You Hook a BIG Market With—

NBC AFFILIATE

WSJS

* FOOD SALES for WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

$135,563,000*

Sales Management
1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

KMOX WINDOW STREAMERS

COLORFUL 35-by-11-inch window streamers were added recently to merchandising aid offered by KMOX St. Louis to advertisers participating in its *Housewives' Protective League-Sunrise Salute* program. The three-colored streamers plugging "Lee Adams Week" and the program will be displayed in 2,202 retail food store windows and 18 major grocery store chains during the merchandising campaign which began Aug. 2 and continues through March 13. Lee Adams, director of the series, promotes the cooperating food chain over the air during each one- or two-week campaign, and radio-advertised products are given special store displays during the store's "Lee Adams Week."

BORROWED SPORTS DIRECTOR

A MILWAUKEE station telecast a ball game for St. Louis with a director from Detroit. When WTMJ-TV Milwaukee telecast the Milwaukee Braves-St. Louis Cardinals ball game—the first time the Braves were to be seen in their home park—the station found it had no one to handle the tricky directing of a ball game. Ralph Rust, television sports director for WJBK-TV Detroit who directs all the Detroit Tiger games, was asked to take over the directing for the game. All went well except that the Braves lost five to seven. The telecast was a direct line to St. Louis since Milwaukee continued its policy of not showing home games at home.

CHASE, CAPTURE, CONFESSION

WKY-AM-TV Oklahoma City newsmen recently reported the chase and capture of a young parolee who shot to death an Oklahoma highway patrolman. Within minutes after the fatal shooting the station aired bulletins, and inside half an hour a special broadcast alerted people in the area of the 19-year-old gunman, according to the stations. Two hours after the killing WKY carried an eye-witness report and an hour later gave a direct report on the capture and the sobbing, tape-recorded confession which occurred less than 20 minutes earlier. At that time also, WKY-TV viewers saw a picture of the victim, diagram of the scene of the crime, films of the search and pictures of the confession.

How to Sell Fords

A FORD dealer in Baltimore drove to a record height for a day's new auto sales. Steering his drive was a local spot campaign on two radio stations and one TV station.

The DeFoe Motor Co. launched its campaign on the media Aug. 26. In the one day of the sale, Aug. 27, DeFoe sold every new Ford it had on hand, a total of 128 automobiles. In addition, other orders were placed bringing the grand total to nearly 200.

Entire radio-TV campaign reportedly cost the firm less than $1,000. Stations: WBAL-AM-TV and WITH. Twenty spots were placed on WBAL and WITH. Two were placed on WBAL-TV. According to Shecter & Levin, advertising firm handling the account: "DeFoe still uses the media—one spot daily on WBAL and WITH—and is still selling cars."

Wanted—Found

AN eleven-year-old picture televised by KGNC-TV Amarillo on *Wanted by the FBI* led to the arrest Sept. 13 of a man who had eluded federal embezzlement charges since 1949. The program carrying the man's photo was telecast Sept. 12; the next morning officers received an anonymous tip which resulted in the arrest.

THEY DEFY GRAVITY

A TOY yogi bird was sent to editors enclosed in a carton stating that "I completely defy gravity—and so does the Buick Berle show. Tune in Sept. 29—8 p.m. EST NBC-TV." Across the mechanical bird's back is the statement: "You'll be wound up, too, over the Buick Berle show."

PHONETIC PICTURE PUZZLE

CAPITALIZING on popularity of rebus contests in newspapers, Columbia Records singer Champ Butler is conducting a phonetic picture puzzle contest with the cooperation of Columbia distributors and disc jockeys throughout the country. The competition, being held in conjunction with the singer's latest Columbia recording, Ya-Ha-Bibiti Baby, will run until Nov. 2, with prizes in merchandise valued at $5,000.

KPIX ADVERTISING FILM

SAN FRANCISCO daytime TV personalities are featured in 15-minute film prepared by KPIX (TV) that city, to be shown throughout country to advertising and agency executives. Film ties in with new KPIX promotion piece, "Gad, Hollingsberry, Look What Has Happened in San Francisco's Daytime Television," outlining results of daytime schedule revisions by station since March 1953. Katz Agency is arranging nationwide showings of film and presentation.

PANCAKE EATING CONTEST

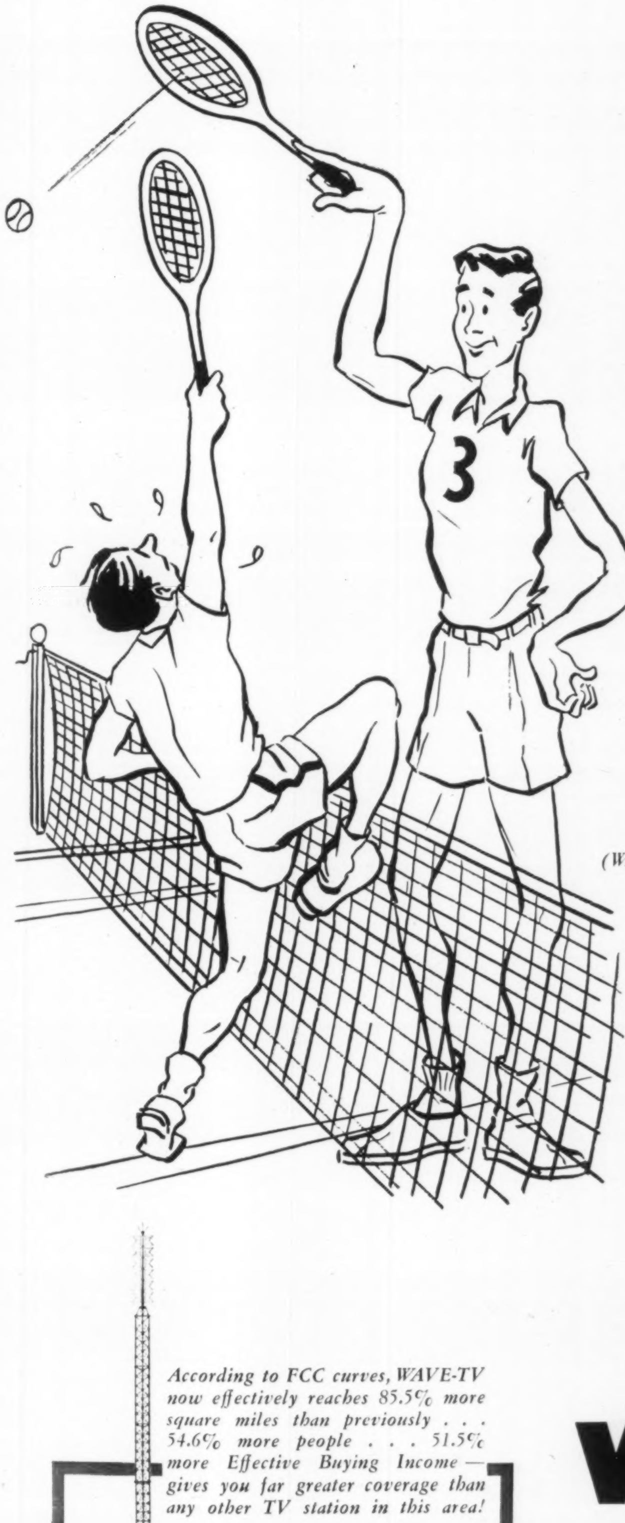
A PANCAKE Eating Contest with a trip to Bermuda as first prize will be the feature attraction at the WTTM Trenton, N. J., Fair Studios at the New Jersey State Fair. The contest, which the station claims to be the only one of its kind in the United States, will be co-sponsored by Pillsbury Pancake Mix. Pancakes will be prepared by a Pillsbury representative and butter and syrup will be served with them. Station disc jockeys will describe the proceedings on the air as the contest progresses. The fair opens Sept. 27.

ORCHIDS FOR EDITORS

ORCHIDS flown in from Honolulu to local TV editors scheduled them for a "big date" with KHJ-TV Hollywood for new weekly half-hour *This is Hawaii*. Series, filmed by John Jay Franklin, features the Islands' top dancers, singers and musicians and is distributed by George Bagnall & Assoc.

EMOTIONAL PROBLEM SERIES

IN AN effort to bring to the public attention common, everyday emotional problems and the need for health facilities to handle them, WTOP-TV Washington and the D. C. Department of Health are presenting a new series of programs, *Face to Face*. The telecasts will be partly live and partly on film, featuring people who have taken part in the Division of Mental



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

HEIGHT

COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

627.3% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

(WAVE-TV's superiority as of July 1, 1953, and still growing!)

In television, Tower Height is by far the biggest factor in delivering a strong, clear picture to fringe areas. Low Channel is next most important, and Power is third.

WAVE-TV's new tower soars 1585 feet above sea level — *much the highest in this area, and 419 feet higher than Louisville's second station!*

WAVE-TV's Channel 3 is the *lowest in this area!*

WAVE-TV's 100,000 watts of radiated power is the *maximum permitted by the FCC for Channel 3*—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask Free & Peters for all the facts about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives

Health program, as well as prominent public officials and specialists who will sum up each program. Subjects of the programs include: "Psychoquackery," "The Lonely Ones," "Apron Strings," "Honeymooner's End," and others. Scheduled to run from Sept. 27 through Dec. 20, the program will be aired Sundays at 11:30 p.m.

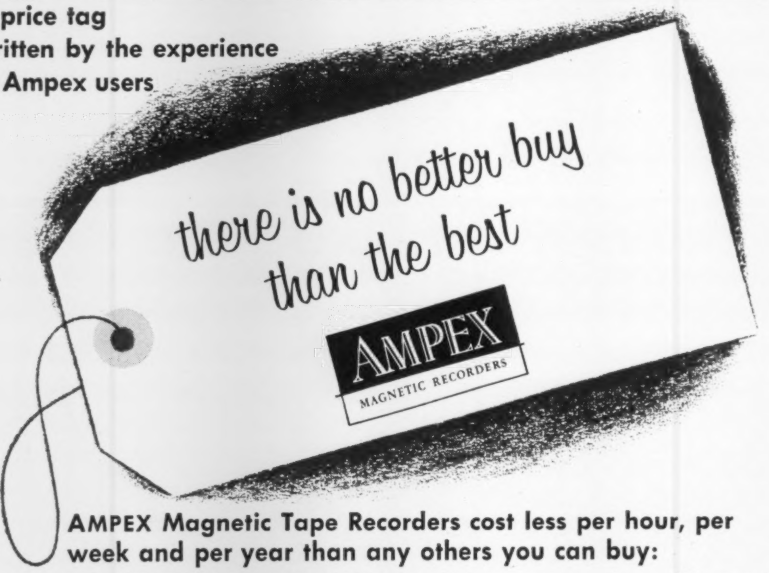
AMERICAN HISTORY PROGRAM

SERIES of radio essays on American history form the basis for a new program to be started by WMAQ Chicago in cooperation with Northwestern U. Sept. 25. Titled *Americana*, the program will be written and narrated by Martin Maloney, associate professor of radio and television in Northwestern's speech school. Similar series of programs was aired last year under the title *The Meaning of America* and received one of the Freedom Awards presented by the Freedoms Foundation. Ballad Singer Win Stracke also will appear on the program, to be heard each Friday, 9-9:30 p.m.

WLS FARM SHOW

AGRICULTURAL products will be demonstrated to farmers at the joint WLS Chicago-*Prairie Farmer* Farm Progress Show, to be held at Armstrong, Ill., Oct. 2. WLS talent will provide entertainment at the farm shopping show, which is open only to *Prairie Farmer* and WLS advertisers. Area radio stations in the nearby Danville, Ill., area will cooperate on the project.

A price tag written by the experience of Ampex users


there is no better buy than the best
AMPEX
MAGNETIC RECORDERS

AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted — but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. **D**

IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX
CORPORATION

AMPEX CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities; distribution in Canada by the Canadian General Electric Company

WEOL Claims Scoop

FIRST COVERAGE of the recent Cleveland sewer explosions [AT DEADLINE, Sept. 14] is claimed by WEOL Elyria-Lorain, Ohio, 27 miles away. Mel Mercer, station staffer, was riding toward Cleveland when he felt the shock. He phoned the station and was put on the air immediately via beep recording. WEOL reports its account of the disaster was the first heard by wire services in Cleveland.

TV WINDOW DISPLAY

WCSH-TV Portland, Me., scheduled to begin operations on Ch. 6 in December, is telling New Yorkers of its plans via a window display in the state of Maine information center in the RCA Building. Central sketch of the WCSH-TV transmitter building and antenna mast is flanked by stars of NBC-TV, with which WCSH-TV will be affiliated.

GIRLS TOWN U. S. A.

FIFTEEN-minute programs featuring the Girls Town Choir and Amelia Anthony, founder of Girls Town U. S. A., will be recorded and sent to 250 stations with the request that they air them as a public service and send the tapes on to 250 other stations. As a result of station cooperation last year in airing spot announcements about Girls Town, a new dining hall and dormitory are fast becoming a reality at Girls Town.

'EASY MONEY'

GIVING listeners a chance to win money without ever leaving their living rooms, KNBC San Francisco is presenting a new radio game, *Easy Money*. During the course of the half-hour program, co-hosts Ed Brady and Doug Pledger ask approximately 20 questions and answer them. Listeners are given one number to write down if the answer is correct and another if it is false. At the end of the game, the numbers are totaled and each person sending in the correct score wins a dollar. The program, heard at 8 p.m. Sundays, is sponsored by Roman Meal Bread.

PAPER INTERESTED IN EDUC. TV

SEATTLE's *Post-Intelligencer* is currently running a series of detailed articles posing and answering questions concerning educational TV. The daily, concerned particularly with Seattle's Ch. 9 designated for educational TV by the FCC, presents such questions as: Is educational television necessary?; Can it compete with commercial stations?, and Could the money spent to build and operate a separate educational station be better spent on time on commercial stations?

INSIDE PRISON WALLS

LISTENERS are being "taken" inside prison walls for the truth about penitentiary life as part of a new series of programs, *Anonymous*, launched by WENR Chicago. Each week an m.c. is chosen from Joliet prison, who interviews prisoners on their background and personal story. Interspersed with interviews is music provided by musical groups in the prison and WENR studios. Program is recorded live and presented on tape by the station each Monday, 9-9:45 p.m. Keith Beecher is director-producer and Harry Hunter the writer.

KTYL-TV
1
2
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8

it's TIME to add KTYL-TV to your schedule!

ARIZONA IS FIRST*

... in Retail Sales Growth

... in Population Growth

... in Per Capita Income Growth

... in Employment Growth

... in Bank Capital Growth

... in Truck Registration

... in Farm Income Growth

*Source: Research Department, Valley National Bank

KTYL-TV...NBC and DuMont Affiliate for Phoenix and Central Arizona . . .

is a *time-buyer's* paradise! It offers you and your client, for example, more helping *hands* from a merchandising standpoint than you'll find in an entire carload of watches!

AND IT CHAINS UP a hard-hitting sponsor cooperation package with the greatest coverage in all Arizona . . . a coverage area that *ticks off* 63.2% of the state's free-spending population!

HAND IT TO KTYL-TV, too, for providing you with a towering antenna on Phoenix's nearby South Mountains . . . a soaring 1550 feet above average terrain . . . four times higher than any other Arizona station!

IT'S ALSO WORTH TAKING TIME to check KTYL-TV's unparalled reception . . . including a clear picture in areas where other Arizona stations don't even register a signal. And, while you're at it, note KTYL-TV's superb *round-the-clock* programming.

IT ONLY TAKES A MINUTE to contact your Avery-Knodel man. So don't lose any precious *time* in adding KTYL-TV to your schedule!

NBC and DuMont affiliate for Phoenix and Central Arizona

KTYL-TV

ARIZONA'S *Showmanship* STATION

IN THE 75th MARKET
– TEXAS' 5th

EL PASO

KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled "SHOWCASE THAT SPOT" and this is a brief resume of how it works.

Now, you can buy minute-participating live or transcribed announcements in the finest participating programs in the entire Southwest . . . each program a well-developed feature which is aired at the same time each day, 52 weeks a year and handled by veteran KEPO personalities. Heavily promoted and well-spaced throughout the day, these shows attract large and loyal audiences. Spots are well integrated into the show, with a lead-in, lead-out . . . making it a part of the program rather than an interrupting feature. "SHOWCASE THAT SPOT" will mean larger audiences and greater impact . . . more sales for you on KEPO . . . El Paso's most powerful station.

ASK AVERY-KNODEL FOR COMPLETE DETAILS

THE MOST POWERFUL STATION IS

KEPO

ABC at 690 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

C. W. (Tex) Cook, sales and advertising manager of General Foods' Maxwell House Div., appointed assistant general manager of division.

Harry L. Darling, developmental sales engineer of plastic products for U. S. Rubber Co., Chicago, to Assn. of National Advertisers, N. Y., as assistant vice president in charge of media and research.

John C. Hirst, formerly associated with Gray & Rogers Adv. and WFIL-TV, both Phila., named radio-TV manager of Scott Paper Co., Chester, Pa.

Ed Gaither, sales manager of Eastern Div. of Iowa Soap Co., Camden, N. J., appointed assistant to president with main work chiefly in advertising, sales and sales promotion, Tidy House Products Co. (Perfex cleaner, Glosstex starch, Dexol powder bleach and Shina Dish detergent), Shenandoah, Iowa.

Robert A. Raidt, account executive with Gardner Adv. Co., St. Louis and N. Y., appointed director of advertising for Bayuk Cigars Inc., Phila.

H. C. Krueger, vice president and sales manager, Flowers of Hawaii Ltd., L. A., now owner of firm. Company's Vanda orchids have been used for promotional giveaways on radio and TV.

Bruce M. Rockwell, account executive, William Kostka & Assoc., Denver, to Colorado National Bank, that city, as manager of advertising, public relations and business development.

George Brenard, radio-TV account executive and new business man, Hugo Wagenseil & Assoc., Dayton, Ohio, adv. agency, appointed advertising and sales promotion manager of Neon Product Inc. (illuminated signs for dealers), Lima, Ohio.

Agencies

Paul W Limerick elected vice president of Western Advertising Agency, Chicago.

Wilford H. Struhs, account executive, promoted to production vice president, Francom Advertising Agency, Salt Lake City. **Cappy Ricks** named radio-TV head, with **R. E. Hackworth** copy production and public relations director.

Phillip K. Katzev, TV producer, Ruthrauff & Ryan Inc., L. A., to BBDO, Hollywood, in same capacity.

Mrs. Ruth F. Farquhar, special assistant to chairman of the board, The Biow Co., N. Y., becomes special consultant.

William A. Taylor, formerly with Young & Rubicam, and **William M. Weilbacher,** National Biscuit Co., to Dancer-Fitzgerald-Sample, N. Y., as member of Procter & Gamble account group and P & G media analyst, respectively

John E. Rowan promoted to account executive on RCA Victor Custom Record Div. account, Ross Roy Inc., N. Y.

Chan Clarkson, Simon Co., Portland, Ore., to Cole & Weber, that city, as account executive. **Jack White** to Biow Co., N. Y., as timebuyer in media dept.

Robert T. Rees, chief of press relations staff for Adlai Stevenson, to public relations staff of Krupnick & Assoc. Inc., St. Louis.

Clark Graves, newspaper representative, Sawyer-Fergerson-Walker Co., L. A., to The Katz Agency, same city, as radio-TV representative.

Alfred L. Goldman, Harry B. Cohen Adv. Co., N. Y., to Ruthrauff & Ryan, same city, on creative staff specializing in packaged goods and drug products.

Stan Edwards, announcer of CHUM Toronto, to MacLaren Adv. Ltd., Toronto.

Josephine K. Nelson, formerly with Maxon Inc., Ruthrauff & Ryan and Ross Roy Adv., to staff of J. Walter Thompson Co., Chicago.

Ron H. Oakland, creative director at Zimmerman Adv. Agency, Omaha, to Minneapolis office of Bruce B. Brewer & Co. as copywriter.

Leon Levine, radio-TV consultant and general account executive with Carl Byoir & Assoc. and formerly director of educational and public affairs programs for CBS, named head of radio and TV for Columbia U. Bicentennial, to be held next year with ten months of activities.

Lee Randon, film director and writer-producer for TV commercial film at Henri, Hurst & McDonald, elected to membership in Society of Motion Picture and Television Engineers.

George Anthony media director, West-Marquis Inc., L. A., father of boy Michael Kevin, Sept. 13.

Stations

John T. Parsons, formerly manager of WBRK Pittsfield, Mass., appointed manager of WMGT (TV) that city. **Walter Kearsey,** commercial manager of WBRK, named manager, and **Christine R. Burns,** assistant treasurer of Greylock Bcstg. Co., licensee of stations, named assistant president and office manager for combined operations.

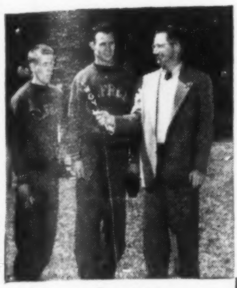
W. W. Warren, vice president and general manager of KOMO Seattle, elected to board of directors of Fisher Flouring Mills Co., that city, parent company of Fisher's Blend Station Inc., licensee of KOMO.

Buddy Starcher appointed general manager of WESC-AM-FM Greenville, S. C.

A. C Bernstein, former adjutant general, radio division, United Nations Command in Tokyo, named general manager of WAOV Vincennes.

SEN. JOHN SPARKMAN (D-Ala.) (r), congratulates Henry P. Johnston, president of The Television Corp., as the firm's station on vhf Ch. 13 in Birmingham prepared to increase to maximum power of 316 kw and change call letters from WAFM-TV to WABT (TV), effective Sept. 7. Birmingham News Co., of which Mr. Johnston is executive vice president, acquired the channel along with WAPI and WAFM (FM) last spring. FM station increased power to 71 kw ERP.

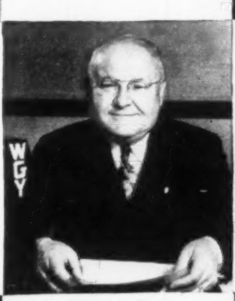
WGY talent . . .



Sports

Entertainment

Western



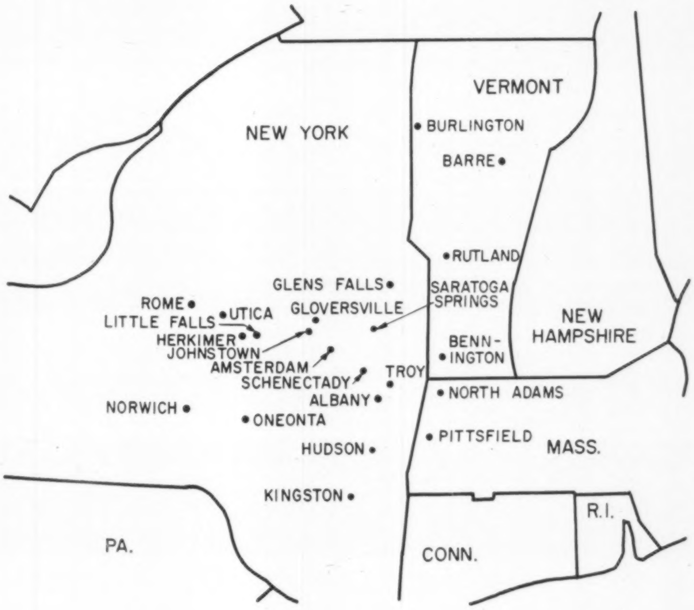
Chanticleer

Farm

Variety

Women

Traveler


VERMONT
NEW YORK
BURLINGTON
BARRE
RUTLAND
GLENS FALLS
SARATOGA SPRINGS
ROME
UTICA
LITTLE FALLS
GLOVERSVILLE
HERKIMER
JOHNSTOWN
AMSTERDAM
SCHENECTADY
TROY
BENN-INGTON
NEW HAMPSHIRE
ALBANY
NORTH ADAMS
NORWICH
ONEONTA
PITTSFIELD
HUDSON
MASS.
KINGSTON
R.I.
PA.
CONN.

Sells BOTH

urban & rural audiences

For the Advertiser Buying An Urban Market WGY Gives A *Dividend* of 1,269,756 Rural Listeners

For the Advertiser Buying A Rural Market WGY Gives A *Dividend* of 1,489,044 Urban Listeners

WGY, pioneer farm station, serves 22 cities of more than 10,000 population.

Represented Nationally by Henry I. Christal Co.

New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

WGY

A GENERAL ELECTRIC STATION
SCHENECTADY, NEW YORK

Ind. **Lorraine Monnin,** director and producer of home talent shows for WAOV, named director of women's activities.

Leonard V. (Len) Corwin, New England district representative for Frederick W. Ziv Co., named assistant general manager and commercial manager of WWOR-TV Worcester, Mass.

Mr. Corwin

Rod McArdle promoted to local sales manager, KRSC Seattle, and **Ben Harkins,** program director and member of sales and promotion staffs, KJR Seattle, to KRSC as program director. **Ted Bell,** KRSC program director, promoted to assistant station manager.

Richard J. Goggin, director of programming of ABC-TV Western Div., named general manager of KETS (TV) St. Louis, educational station.

Harold Backun, CHAB Moose Jaw, Saskatchewan, named assistant general manager, KUDL Kansas City, Mo.

John P. Wiley, radio-TV director for Albert Frank-Gunther Law Adv. Agency, named head of sales promotion, WPTZ (TV) Philadelphia. **Robert L. Klaus,** Phil Edwards Agency, named head of publicity for station.

Tim O'Connell, sales promotion and research director, WBAP-TV Fort Worth, Tex., appointed publicity-promotion manager of KCSJ Pueblo, Colo. **John Howard,** WHFB Benton Harbor, Mich., to station's announcing staff and **Pete Oreskovich** replaces **Freida Altman** as KCSJ bookeeper.

Pete Watts, national advertising manager, *Sacramento Union* newspaper, named sales manager of KCCC-TV Sacramento.

Mr. Watts

Alton Blount, formerly with ABC New York, to KLVT Levelland, Tex., as manager of Morton, Tex., studios.

F. B. (Brent) Roper, advertising director for 150 supermarkets, appointed director of merchandising and sales promotions for WMPS Memphis.

John S. Lugt, production manager of KMJ-TV Fresno, Calif., named chief producer for KGMB-TV Honolulu. **James A. Von Striver,** video engineer, promoted to TV studio and control room supervisor of station.

John C. Drake, promotion and publicity director for WLS Chicago, has resigned effective Sept. 30 to accept promotion post with *Capper Publications* and WIBW-AM-TV Topeka.

Wallis Bishop, newsman at WOI-TV Ames, Iowa, promoted to news editor replacing **Dan Wozniak** who has resigned to accept assistant professorship at U. of Florida, Tallahassee. **Gene Thomson,** also on station's news staff, named assignment editor.

Jack Irvine, KULA Honolulu sales manager, named local sales manager of KONA (TV) Honolulu.

Mr. Irvine

Robert Z. Morrison, account executive with NBC New York, appointed sales manager for KCRI-TV Cedar Rapids, Iowa.

John Henry, former account executive for KOA Denver, named sales manager of KOA-TV. **Lynn Reed,** staff announcer at KOA, promoted to account executive.

Lee P. Mehlig, sales representative for WNMP Evanston, Ill., to KTLN Denver in same capacity.

Craighton Knau, farm editor at WOI Ames, Iowa, to WBAY Green Bay, Wis., as head of farm dept.

Richard J. Desautel, WNBK (TV) Cleveland, to WKAR-TV East Lansing, Mich., as director.

C. Harvey Haas, manager, KSPA Santa Paula, Calif., to KBIG Avalon as engineering supervisor. **Beverly Carnahan,** traffic manager, station's Hollywood headquarters, promoted to sales service manager. Succeeding her is **Mary Lou Conte,** former traffic clerk. **David Watterson,** traffic dept., KFI Los Angeles, joins KBIG as traffic clerk.

Carl F. Getchell, account executive with Hearst Publications Inc., N. Y., and **Robert J. Kolb** of Moloney, Regan & Schmitt, N. Y., to WOR New York as account executives in sales dept.

Warner Moore resigns as local sales manager of WICC-TV Bridgeport, Conn., to accept position with sales dept. of WNBT (TV) New York.

Melvin B. Wright, merchandising director of Hawaiian Broadcasting System, appointed national sales representative, handling West Coast accounts for KGMB-AM-TV Honolulu and KHBC Hilo.

Mr. Wright

L. J. Ronder Jr., continuity and production manager at WPEO Peoria, Ill., joins WCFL Chicago as program director. He succeeds **Robert A. Platt,** who resigns to devote fulltime to his advertising agency, Robert A. Platt Inc., Chicago.

J. Jan Kashnick, sales staff of KRKL Kirkland, Wash., to KVOS-TV Bellingham Wash., in same capacity.

Arthur S. Hall, previously with WHDH Boston, appointed assistant radio director at Leland Powers School of Radio, Television & Theatre, same city.

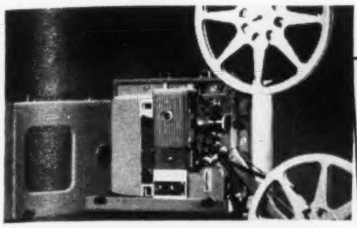
Bill Eckstein and **Don Lucy,** formerly with WJPF Herrin, Ill., to technical staff of WTVI (TV) Belleville, Ill.

Lew Bassett, WELC Welch, W. Va., account executive, and **Les Rau Jr.,** account executive at

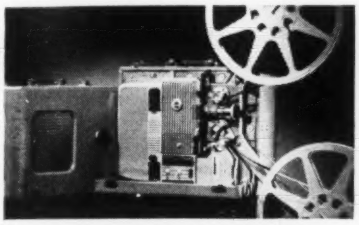
PANAMA CITY
Florida
IS YOUNG . . . . . .
Median age of City's population 26.4*
GROWING . . . . . .
Here's Proof:

1.	Population	1940, 11,610—1952, 33,300*	
		1943	1952
2.	Bank Deposits	$10,827,274	$17,673,993
3.	Motor Vehicle—Passenger	7,560	13,479
	Registration—Trucks	1,316	2,297
4.	Post Office Receipts	$186,721	$260,651
5.	Building Permits	$855,538	$2,667,917
6.	Telephones	3,103	8,271
7.	Electric Meters	6,408	13,260

. . . . AND RECEPTIVE
Advertisers can saturate this market with low cost coverage through
WDLP
Established 1940
AFFILIATED WITH
NBC
1000 Watts Frequency 590 KC
Panama City, Florida
* SALES MANAGEMENT'S SURVEY OF BUYING POWER



Kodascope Pageant Sound Projector. The economical, top-choice machine for sound and silent projection under average conditions. Where optimum sound distribution is desired, plug in the Kodak Multi-Speaker Unit, three extra speakers in matching case. Projector, complete with 8-inch speaker, $400. Multi-Speaker Unit, $92.50. *Sound and silent projection.*



Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter. Super-brilliant version of the standard Pageant, featuring the Plus-40 Shutter which increases light by more than 40%. Ideal for projection in hard-to-darken rooms, halls, or auditoriums; for long screen throws or unusually large picture areas. $400. *Sound projection only.*

Now... a Kodak Projector for *your* special 16mm. requirements!

Here is good news for everyone who uses sound or silent 16mm. films ... a complete line of 16mm. Kodak Projectors that offers a wide choice in meeting your specific needs!

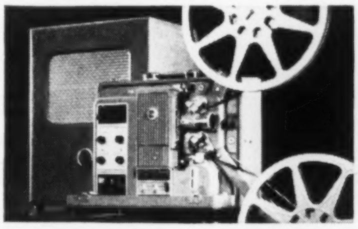
For example, if illumination is a problem, there are two sound projectors equipped with Kodak's remarkable Plus-40 Shutter which provides more than 40% *extra* screen brilliance. Or, if you use movies for critical study —sports analysis, time-and-motion study, etc.—there's a new 16mm. silent projector specifically designed for the purpose.

Whether you show sound or silent movies—or both—and whether you show them in cramped quarters or spacious auditoriums ... there's a Kodak Projector *exactly* right for your requirements.

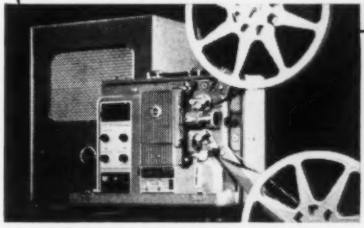
And important—ALL portable Kodak 16mm. Projectors are permanently prelubricated at the factory ... an exclusive 16mm. feature that eliminates *completely* the over- and under-oiling abuses which are the chief causes of wear and damage to projection equipment!

See your Kodak Audio-Visual Dealer about a demonstration, or use check slip below for further details.

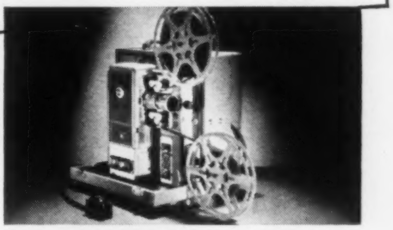
MOTION-PICTURE PROJECTORS *teach, train, entertain, inform*



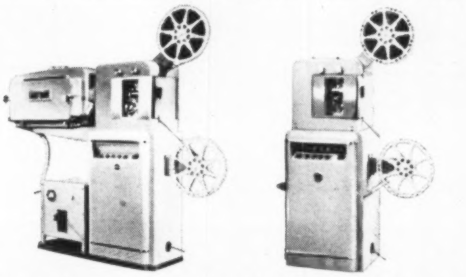
Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier. A powerful high-fidelity amplifier teamed with the extra capacity of the 12-inch Kodak De Luxe Speaker provides sound ample for auditorium projection. Separate bass, treble, and Fidelity controls afford the finest sound quality obtainable with a portable projector. $530. *Sound and silent projection.*



Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier. Combines the extra light from Kodak's Plus-40 Shutter with the precise tone-and-volume features of the Model AV-151. Its brilliant screening and superb tonal quality enable you to meet *every* 16mm. sound requirement short of a theater-type installation. $530. *Sound projection only.*



Kodascope Analyst Projector. Designed for 16mm. motion-picture analysis. Heavy-duty reversing mechanism operates from remote-control switch on 5-foot cord. Constant-speed blower permits repeated, instantaneous film reversals with complete safety for film and projector. Includes Kodak Daylight Projection Viewer for desk-top movie study. $295. *Silent projection only.*



The Eastman 16mm. Projector, Model 25, for theater-quality projection. Built for heavy-duty service in large auditoriums, theaters, or assembly halls. Powerful optical system and high-fidelity sound system assure top performance from any 16mm. optical sound film. Two models, high-intensity arc (left), and tungsten (right). Prices from $3270.

Prices subject to change without notice.

9-82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked: ☐ *standard Pageant* ☐ *Pageant Model AV-071* ☐ *Pageant Model AV-151* ☐ *Pageant Model AV-151E* ☐ *Kodascope Analyst* ☐ *Kodak Multi-Speaker Unit* ☐ *Eastman 16mm. Projector, Model 25.*

NAME__________ POSITION__________

COMPANY__________

STREET__________

CITY__________ (Zone)

STATE__________

Kodak
TRADE-MARK

a complete

TOWER
Package
from
TOWER
Construction
Company

THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors.
For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.

Tops in Towers

TOWER
Construction Co.
SIOUX CITY, IOWA

WMBD Peoria, Ill., to sales staff of WSAI Cincinnati. **Jack Moran,** WNOP Newport, Ky., to WSAI announcing staff.

Thomas Edward Howard, chief engineer at WPIX (TV) New York, appointed director of engineering at WBT WBTV (TV) Charlotte, N. C.

Mr. Howard

Mark O'Brien, former promotion manager of WLCS Baton Rouge, La., appointed special assistant to St. Louis Mayor **Raymond R. Tucker.**

Milton R. Slater, freelance director for DuMont and ABC-TV, N. Y., and most recently program director and promotion manager for WSPR Springfield, Mass., named program director of WWLP (TV) Springfield.

Bill Ward, former sportscaster for WTMA Charleston, S. C., to WIS Columbia, S. C., as announcer.

Wilbur E. Levering, former agricultural agent, to farm staff of WIBW Topeka, Kan.

Ronnie Brown named staff pianist for WJAR-TV Providence, R. I.

M. Robert Rogers, president of WGMS-AM-FM Washington, appointed chairman of National Symphony's 1953-54 ticket sales drive.

Lt. Col. Lester W. Lindow, general manager of WFDF Flint, Mich., is presently on active duty with office of Chief of Information, Headquarters, Fifth Army, Chicago.

Alan N. Cormack, chief engineer at KCBS San Francisco, named broadcast chief of Calif. State Civil Defense, Region 3.

Dan Lundquist, assistant producer, KLAC-TV Hollywood, and Barbara Dann were married Sept. 19.

Carmella Conte, KDKA Pittsburgh accounting dept., and **Leo Arcoletti,** of station's technical dept., were married Sept. 12.

Charlie Featherstone, performer-director for WSYR-TV Syracuse, N. Y., father of girl, Kathleen Barbara, Sept. 4.

Networks

Morris A. Mayers appointed to newly-created post of general manager of closed circuit operations for DuMont Television Network. Mr. Mayers was formerly with transmitter division of Allen B. DuMont Labs., where he served as educational television equipment sales coordinator.

Allen W. Kerr, veteran broadcast time salesman most recently with H-R Representatives Inc. in N. Y., on Oct. 1 will become Detroit division manager of NBC-TV Spot Sales.

H. G. Walker, manager of CBC Dominion Network, Toronto, named director of network coordination for Canadian Broadcasting Corp., Ottawa.

Sam Zelman, assistant director of news and special events, ABC Western Division, promoted to director, replacing **Frank LaTourette,** who recently joined CPTN as news director [B•T, Sept. 14].

Arthur W. Hepner, freelance radio documentary producer and previously magazine writer and member of CBS Radio's London news bureau, appointed producer on CBS Radio's public affairs staff.

Russell Stoneham, director on CBS-TV *Life with Luigi* and other network shows, assigned to CBS-TV *Bob Crosby Show* in same capacity.

Earl Hammer Jr. staff script writer at NBC, is author of novel, *Fifty Roads to Town,* which will be published on Oct. 2 by Random House.

Lewis Stone, 73, radio, stage and screen star who portrayed Judge Hardy in MBS *Andy Hardy* series, died Sept. 12 of heart attack while pursuing three juvenile vandals.

Manufacturers

Elwood W. Schafer, formerly vice president of National Union Radio Corp., Hatboro, Pa., appointed assistant vice president in charge of manufacturing and engineering at CBS-Hytron, Danvers, Mass.

Jack D. Hughes, vice president in charge of sales, Littelfuse Inc., Des Plaines, Ill., promoted to vice president and operations general manager.

Clifford J. Wood, previously assistant market research manager with The Hallicrafters Co., Chicago, named manager of market research for Capehart-Farnsworth Co., Fort Wayne, Ind.

Fred W. Bardgett appointed vice president in charge of sales of Hallicrafters Canada Ltd., Toronto.

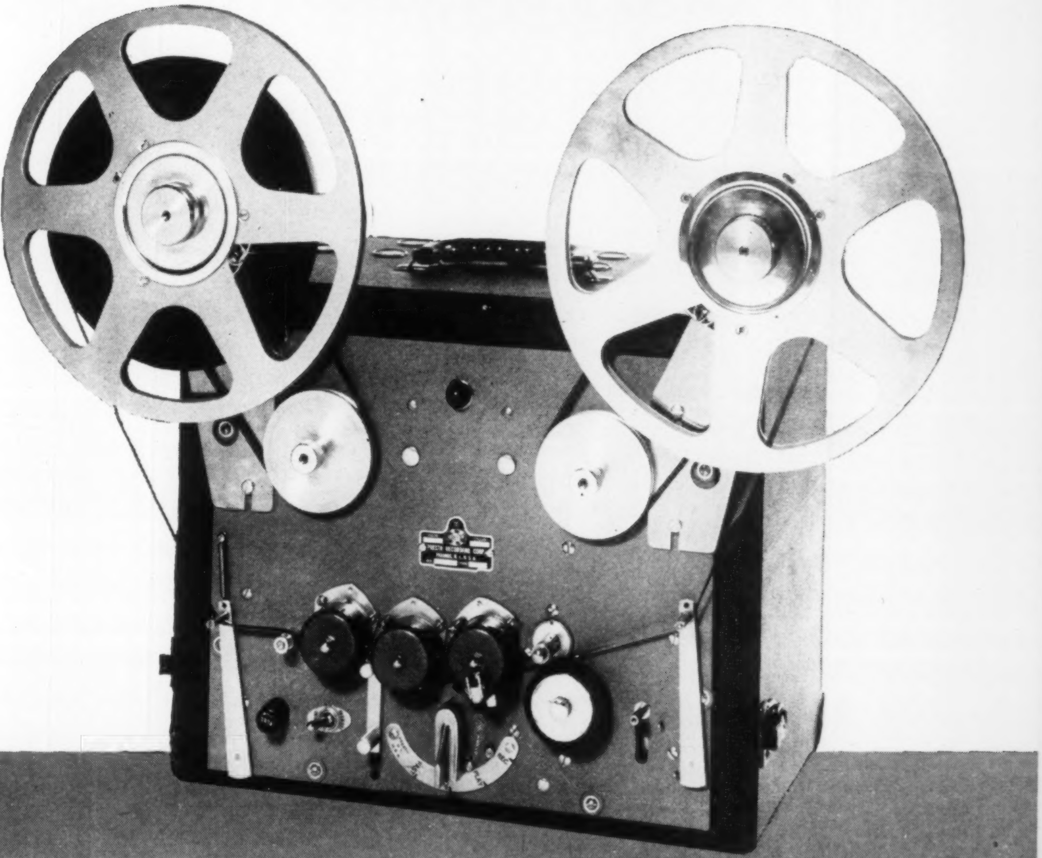
Mort Barron, assistant sales promotion manager for CBS-Columbia Inc., N. Y., promoted to advertising operations manager.

Douglas J. Sullivan, manager of employee and plant-community relations, General Electric Tube Dept., appointed to newly-created position of manager of personnel development for marketing section of Tube Dept.

C. S. Purnell named regional electric utility manager of Westinghouse Electric Corp.'s Northeastern Region. Also appointed to that

WAVY Portsmouth, Va., Executive Vice President-General Manager Carl J. Burkland signs Alice Brewer White, formerly with WTAR Norfolk, who now does a home-maker-fashion show and a women's news program. Mr. Burkland recently joined WAVY, new NBC affiliate, after 24 years with CBS, where he was director of station administration.

you don't buy one of these every day!



PRESTO RC-7 with RA-1 reel adapter

Compare these RC-7 features:

- Instantaneous speed accuracy
- Dynamic range better than 50db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate-erase-recording-playback heads
- Twin speed: 7½"/sec. or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

Purchase of a tape recorder is a major investment. And, with so many unproven brands on the market, it simply does not pay to select anything but a recognized, precision built and proven recorder.

The PRESTO RC-7 is just such a unit. Designed and manufactured by the world's foremost producer of precision recording equipment, the RC-7 with RA-1 reel adapter is today's No. 1 buy in fine tape recorders. Here is a unit that is fully portable for field recording, yet with the rugged construction and precision operation characteristic of the finest studio equipment.

If you're planning to replace an existing unit or add an additional tape recorder, your selection of a PRESTO RC-7 will pay long term dividends in faultless service, ease of operation and the genuine satisfaction of owning the best.

Do you own a Presto RC-7? The RA-1 adapter will allow you to use reels up to 10½" diameter. Write for full details and price.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS region are: **K. L. Horgan,** industrial manager; **J. C. Frink,** manager of transportation, marine and aviation dept.; **F. G. Graf,** agency and construction manager; **H. R. Benson,** maintenance manager; **M. L. Gardner,** engineering and service manager; **E. W. Seay,** application data and training manager; **R. L. Sutton,** market planning supervisor; **J. H. Rothermel,** assistant to Northeastern Region manager, and **R. L. Knox** as manager of order services and stock control.

Merton W. Whitney, sales engineer in wire communications div. of Cook Electric Co., Chicago, to sales staff of Simpson Electric Co., that city.

Representatives

Morton A. Barrett, manager of operations and sales service for WCBS-TV New York, to The Bolling Co., New York radio station representatives, in newly-created executive position.

W. Bruce Butler, manager of Toronto office of Jos. A. Hardy & Co. Ltd. (station representatives), appointed general manager. **Bob Armstrong,** formerly of H. N. Stovin & Co., Toronto, named manager at Toronto, and **Gilles Loslier,** formerly of Lever Bros. Ltd., as manager at Montreal.

Walter C. Newton Jr. of WOR-TV New York's sales staff and **William P. Dengel** of Hearst Magazines to New York sales staff of Weed Television Corp., TV station representatives. **Broaddus (Speed) Johnson** of Young & Rubicam, N. Y., to New York sales staff of Weed & Co., radio station representatives.

HOWARD & LEWIS INC., Providence, R. I., Ford dealer, gave a dinner honoring station managers and announcers there who read H&L commercials every day. L to r, Frank McCabe, president of agency handling the account; Southern Abbott, WJAR; Arthur H. W. Lewis, host; Mowry Lowe, WEAN general manager; Albert W. Howard, host; Arnold Schoen Jr., WPRO general manager; Norman Gittleson, WJAR-TV; Robert Engles, WHIM.

Program Services

Charles A. Broderick, RCA Thesaurus' order and service section, promoted to manager of sales service. He succeeds **Walter Seifert,** who has resigned to become vice president of A. Hay & Bros., hardware store in Easton, Pa.

Herbert Spencer and **Earle Hagen,** former 20th Century-Fox Studios music arrangers, form **Music Service Inc.,** new Hollywood independent music packaging firm servicing TV acts and shows. **Al Fisher,** formerly music dept. business manager for that studio, is production manager of packaging firm.

Services

Henri G. Busignies, technical director of Federal Telecommunication Labs, division of International Telephone & Telegraph Corp., Nutley, N. J., named vice president and member of management advisory board.

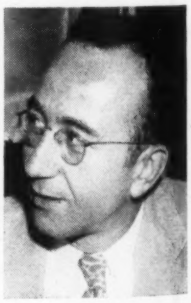
Government

Rudolph C. Bretz, New York TV programming and production consultant, to Germany Sept. 25 on *SS America* to advise North West German Radio Network on TV programming and production, State Dept. announces. Mr. Bretz travels under department's educational exchange program.

Dr. John Cocutz, chief of Rumanian Service, Voice of America, submits resignation to John Armitage, chief, East European Branch of VOA.

Trade Associations

Benjamin Miller, formerly associated with NAB (predecessor of present NARTB) and with radio stations and recently released from Army after three years service as public relations officer, to public relations staff of Assn. of American Railroads as special representative, effective Sept. 16.



Mr. Miller

A Sheer Pleasure

WGAR Cleveland night news editor, Jack Dooley, recently placed a bulletin on the air that was just sheer pleasure and good news. The item announced the unexpected release of Lt. Paul Wilcox, former WGAR sportscaster, by the Korean communists. Lt. Wilcox, who entered the service for the second time last fall, was a bombadier-navigator on a B-29 shot down over the Yalu River last December. Mrs. Wilcox, who had no word from her husband since receiving a missing-in-action notice during the Christmas holidays, will be sent by the station to meet her husband on the Pacific Coast upon his U. S. return.

New
WJAS
AM & FM

MONEY
-THE ~~SUNNY~~ SIDE
OF THE DIAL

NOW OFFERS
THREE for the MONEY

(The biggest talent "steal" in Pittsburgh's radio history)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as $9.72 per announcement.* THE TIME OF YOUR LIFE!!

Serving the
GREATER PITTSBURGH
Metropolitan Area

5000 Watts 1320 KC.
Write . . . phone . . . or wire . . .
George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

OUTSTANDING PERFORMANCE!

up goes another

WORKSHOP
COSECANT
UHF ANTENNA

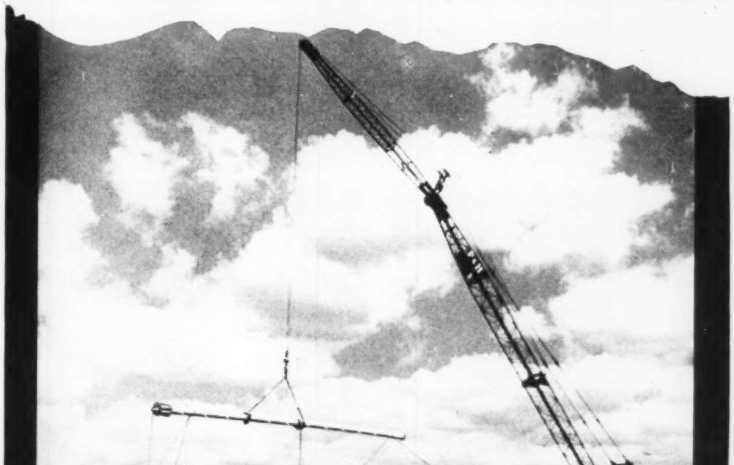
WORKSHOP ASSOCIATES DIVISION · THE GABRIEL COMPANY

"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter – built for Easton Express WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas – he cited Milford, N. J. as example – are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."

Television Digest, July 4, 1953



Make your report as good as this one by installing a Gabriel Cosecant UHF-TV transmitting antenna.

NEXT!

Pattern testing of Channel No. 21 antenna for station KVFD, Northwest Television Co., Ft. Dodge, Iowa. Shipped July 17 to the transmitting site.

A GABRIEL PRODUCT

THE GABRIEL COMPANY ▸ WORKSHOP ASSOCIATES DIVISION

Endicott Street, Norwood, Massachusetts

CANADIAN TVs NOTCH UPSURGE IN COMMERCIAL BILLINGS FOR FALL

Language and time problems complicate bookings, but all stations to be on the air this fall are getting a share of the business. U. S. shows will be represented over the CBC-TV network.

CANADA

COMMERCIAL programs on Canadian TV stations this fall are more numerous than before the summer hiatus. Canadian TV is now one year old, and both U. S. and Canadian companies are booking time on all stations to be on the air this fall. Network TV will be well-represented with imported U. S. network shows, piped into Canada by microwave from Buffalo.

Because of language problems in Montreal where there still is only one TV station, CBFT (TV), all commercial network advertisers desiring to use the station have found delays in getting definite bookings. CBFT is operated by the Canadian Broadcasting Corp., which is committed to give equal time to English and French programs. Numerous French-language commercial programs have been booked, and the CBC-TV network office at Toronto is having difficulties in finding time available for English-language network shows, originating in the U. S. or Toronto, which sponsors want carried at the same time in Montreal.

New to Canadian audiences and definitely booked is the Ford Motor Co.'s *Toast of the Town*, which started on CBLT (TV) Toronto, CBOT (TV) Ottawa, and CBFT on Sept. 13. Canadian Westinghouse brings in *Studio One* for a second season, this time to the three station network, starting Sept. 21, when Canadian announcer-actor Lorne Greene of Toronto will be starred. Ford Motor's *TV Theatre* will be seen on CBOT and CBFT, piped in from Buffalo. The advertiser is not buying CBLT, because about 80% of the Toronto audience looks in on WBEN-TV Buffalo which carries the program.

Schick again will bring a segment of the *Jackie Gleason Show* to the CBC-TV network, with CBC or other advertisers picking up the balance of the hour show carried in Canada. Gillette is bringing World Series baseball games to CBC-TV. Canadian General Electric will have a Canadian show for the second season on Canadian TV stations. The format has not yet been settled. Goodyear will offer *TV Playhouse* for a second season on CBC-TV, though time difficulties have held up a decision on whether Montreal will carry the show.

Imperial Oil Ltd. again will sponsor the Saturday evening national hockey league games from Toronto. Imperial Tobacco will present the major Canadian football games on Saturday afternoons, and Campbell Soup continues the importation of *Soundstage*.

For The Ladies

A Tuesday afternoon one-hour women's program, *Matinee Party*, starts Oct. 13 on CBLT, and will be carried by the network later in the season. It may go to more than one afternoon weekly. It is being sponsored in quarter-hour segments by Hobbs Glass, Pittsburgh Paint, Dunlop Tire, Gruen Watch, Maple Leaf Milling, and Dominion Oilcloth & Linoleum. Three quarters of the show were sold for 13 weeks one month before it was to go on the air. Program is being kineo recorded for use on new Canadian TV stations, with original sponsors having first choice of buying these stations.

A number of other U. S. international advertisers have programs planned for Canadian TV as soon as time can be cleared. These include Kellogg Co. for *Wild Bill Hickock* and Singer Sewing Machine Co. for *Four Star Theatre*.

Canadian programs developed by CBC in the past year are now starting to be sponsored. A weekly half-hour evening cooking show for gourmets, *Hans in the Kitchen*, is being sponsored by Consumers Gas Co.

It is hoped to bring in the *Hit Parade* and to continue *Wrestling from Chicago* for a Canadian sponsor. British-made TV films in the *Douglas Fairbanks Playhouse* series are being looked into by a Canadian firm for sponsorship. A six-day-per-week children's program period, 5-6:30 p.m. on all CBC-TV stations, has several sponsors interested.

Interest in Canadian TV by advertisers is noted from the use of CBFT by Dow Brewery Ltd., Montreal, which, Sept. 7-12, sponsored three one-hour sporting events, one two-and-one-quarter-hour football game, and a half-hour film program, *Foreign Intrigue*.

Advertisers on CBC-TV this season also are booking time for a number of shows on the first independent Canadian TV stations to go on the air later this fall, CKSO-TV Sudbury, CFPY-TV London, and CFCM-TV Quebec, with shows being recorded for these stations which will not all have microwave links with Toronto or Montreal.

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture
Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

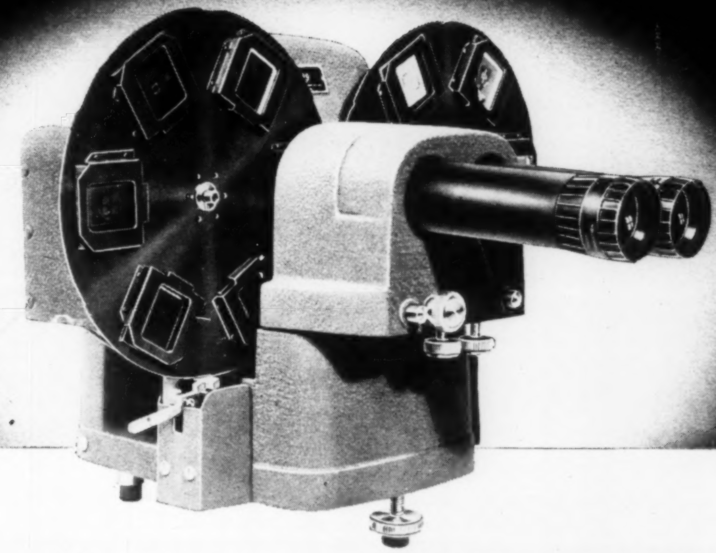
FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR
Bulletin RD-9

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the
Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

DOZEN TV BIDS ON CBC AGENDA

Board of Governors next Thursday to consider Canada's first uhf applicant. Seven AM and one FM applications also due to be heard.

A DOZEN applicants for private TV stations will appear before the Board of Governors of the Canadian Broadcasting Corp. on Sept. 24 at the Fort Garry Hotel, Winnipeg.

CANADA

At the same time seven applicants for new AM stations and one for FM will appear.

There are three applicants each at Edmonton, Alta. and Saskatoon, Sask., for one TV channel in each city. Seeking Ch. 3 at Edmonton are CJCA Edmonton, CFRN Edmonton and Bill Rae of CKNW New Westminster. At Saskatoon, applicants for Ch. 8 are CFQC Saskatoon, CKOM Saskatoon and the *Saskatoon Star Phoenix*.

Two Apply for Kitchener

There are two applicants at Kitchener, Ont., Central Ontario Television Ltd., and Grand Television Ltd., both applying for Ch. 13.

In addition, CKWS Kingston, Ont., is applying for Ch. 11; CHEX Peterborough, Ont., has requested Ch. 22 as first Canadian uhf applicant; CFAC Calgary, Alta., is asking for Ch. 2, and CFCY Charlottetown, P. E. I., is requesting a license for Ch. 13.

CKLW-TV Windsor is asking for an increase in power from 103 kw video to 250 kw video and 61.8 kw audio to 140 kw audio on Ch. 9, with directional antenna.

New AM applicants are E. F. Job for daytime only 250 w on 1090 kc at Brampton, Ont., a suburb of Toronto; Daniel Chantal, for 250 w on 1340 kc at Drummondville, Que.; Radio Alleghanys Inc., for 250 w on 1490 kc at Montmagny, Que.; and F. Rufiange and C. Couture for 1 kw on 1350 kc at Three Rivers, Que. Three applicants for new AM licenses at Chicoutimi, Que., are J. O. Masse, 250 w on 1450 kc; G. Demers, 5 kw on 1060 kc, and L. Lagace, 1 kw on 630 kc.

New FM license is being applied for by St. Lawrence Broadcasting Co. Ltd., at Kingston, for 250 w on 88.9 mc., affiliated with CKLC Kingston, new 1 kw station to go on air in November.

Power increases are being requested by CKDA Victoria, from 250 w on 1340 kc to 1 kw on 730 kc; VOWR St. John's, from 500 w on 700 kc to 1 kw on 800 kc; CKOM Saskatoon, from 250 w on 1340 kc to 5 kw on 1420 kc; CFOR Orillia, from 1 kw to 5 kw on 1570 kc, and CJAD Montreal, from 5 kw to 10 kw on 800 kc.

Share transfers are being asked by 11 stations, and CKDA Victoria, B. C., is requesting transfer of license from David M. Armstrong to Capital Broadcasting Co. Ltd.

Dryer Sets London Talk On Televising of Science

ENGLAND

ENORMOUS potential for presenting scientific material on American television will be discussed by Sherman H. Dryer, president of Sherman H. Dryer Productions, New York, at a session in London on Wednesday of the seventh International Congress and Film Festival of the International Scientific Film Assn. The congress opened last Thursday and will continue until Sunday.

Mr. Dryer will be the sole U. S. speaker at the meeting. Invitations have been extended to representatives of countries throughout the world, including Canada, Denmark, the Dominican Republic, U. S., Egypt, Norway, Pakistan, Yugoslavia and Mexico, among others.

In an interview with B•T last week, Mr. Dryer said his remarks will be presented at a conference centering around the subject of "Dissemination of Science by Television." He noted that although he will stress that American TV has not yet tapped the resources of scientific material available, he will indicate that some steps have been taken in this direction.

Toronto BMI Meeting

CANADA

LARGEST Canadian BMI clinic is being held today (Monday) at Royal York Hotel, Toronto, by Central Canadian Broadcasters Assn. under chairmanship of Cliff Wingrove, CKTB St. Catherines, CCBA president. Speakers include Carl Haverlin, BMI, New York; Harold Moon, assistant general manager, BMI Canada Ltd., Toronto; Ramsay Lees, radio-TV director, Ruthrauff & Ryan, Toronto; Murray Arnold, program director, WIP Philadelphia; Reo Thompson, manager All-Canada Television Facilities, Toronto; M. Wayland Fullington, program director, WIRE Minneapolis; William Holm, general manager, WLPO LaSalle, Ill.; and William Kaland, program director, WNEW New York.

CBC Shows on Independents Are Planned in TV Fare

CANADA

FINAL decision is being made by the Canadian Broadcasting Corp. on what national programs independent Canadian TV stations must program under license agreements. First stations open in western Canada later this year.

A minimum of 10½ hours is anticipated for the near future, with a probable increase later.

The hours lined up for this fall will contain a variety of programs and will include a number of commercial shows. CBC-TV plans a 15-minute national news bulletin for the CBC TV network and by kinescope to other TV stations in the country.

Also designated for kinescope for all TV stations: One-hour variety program, *The Big Revue*, CBC production; *CBC Theatre*, 90-minute studio comedy or drama; *Amateur Boxing*, one hour; about an hour wrestling from Chicago; Canadian General Electric TV show, half-hour, and a number of U. S. imports, sustaining or commercial, as yet not decided upon.

Area News Clinics Planned; Press News Ltd. Subsidiary Set

CANADA

FIRST regional clinics for news editors will be held in western Canada in November as a result of a meeting of western Canadian station managers and representatives of Press News Ltd., Toronto, the radio news subsidiary of Canadian Press, held recently at Jasper, Alta. A new subsidiary of Press News Ltd. has been formed and incorporated, Broadcast News Ltd., which has a directorate of nine members, four from the independent broadcasting stations and five from Canadian Press. These four directors are Gordon Love, CFCN Calgary; Ken Soble, CHML and CHCH-TV Hamilton; Paul LePage, CHRC and CFCM-TV Quebec; and Keith Rogers, CFCY Charlottetown. First board meeting of the new operating company will be on Sept. 26 at the Seignory Club, Montebello, preceding the annual Press News meeting.

The meetings of news editors will be held for the various regional broadcasting associations as means of discussing methods of preparing and presentation of news. A November meeting is to be held for the British Columbia broadcasters and one for the stations of the three prairie provinces and northwestern Ontario. Later meetings will be held for Central Canada Broadcasters Assn. station news editors, Quebec French language stations and for the stations of the four Atlantic provinces.

Canada AM Ratings Low

CANADA

AUGUST was a low month for Canadian radio network shows, as shown by the monthly national rating report of Elliott-Haynes Ltd., Toronto. Only two evening network shows are listed, *Great Gildersleeve*, rating 11.1, and *The Tylers*, 7.9 (Canadian). Transcribed shows nationally were *Denny Vaughan Show*, 10.9 (Canadian), and *Eddie Fisher Show*, 6.5

There were 12 daytime network shows, led by *Ma Perkins*, 12.3; *Pepper Young's Family*, 10.9; *Life Can Be Beautiful*, 10.2; *Road of Life*, 10.2, and *Right to Happiness*, 10.

In French-language programs only one is shown for evening network time, *Le Survenant*, 14.8. There were 10 daytime network French-language shows, led by *Jeunesse Doree*, 21.2; *Rue Principale*, 21; *Francine Louvain*, 18.5; *Taute Lucie*, 15.1.

ALLEN KANDER

Negotiator

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STATIONS

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Lincoln Building . New York 17, N. Y., MU. 7-4242

XUM

WQED (TV) Should Get Full Money Quota by Month's End

WQED (TV) Pittsburgh, vhf Ch. 13 noncommercial educational station which plans Jan. 1 commencement, will have met its financial requirements by the end of this month, the National Citizens Committee for Educational Television reported last week. An area-wide public fund-raising campaign is now in progress there.

WQED has been given the use of the tower of KDKA-FM Pittsburgh and studios will be located in a $300,000 building donated for this purpose to the U. of Pittsburgh by the Pittsburgh Plate Glass Co.

$350,500 Pledged

The Ford Foundation's Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust have pledged a total of $350,000 for equipment and organizational costs. The public fund drive is raising another $500,000 to cover two years' programming costs. Door-to-door solicitations are being made. Local stores of Kroger Grocery Co., a radio-TV advertiser, have installed collection booths.

WQED estimates it will serve 635,000 TV sets in the area and that 85% of the families in Allegheny County surrounding Pittsburgh can receive the programs. Initial operating schedule will be six hours daily, divided about evenly between in-school and evening programming.

ACE Sets Oct. 8 Panel On Educational Television

PANEL on "The Role of Educational Television" is slated for the first day of the Oct. 8-9 annual meeting of the American Council on Education to be held at the Hotel Statler, Washington, D. C. Theme of the convention is "New Dimensions for Education." TV panel speaker will be John C. Adams, chairman, committee on educational television of ACE. Mr. Adams is president of Hofstra College. President Eisenhower is scheduled to be opening speaker at the convention.

Huth Communications Courses Scheduled

A COURSE in international communications (beginning next Monday) and a seminar on international broadcasting and television (beginning Wednesday), under Dr. Arno Huth, writer-lecturer and expert in international communications, are being offered by the New School for Social Research, 66 W. 12th St., New York 11, telephone Oregon 5-2700.

Dr. Huth said guest speakers participating will include leaders of public opinion, outstanding scholars and communication specialists.

Ad Club Courses Begin Oct. 5

ADVERTISING Club of New York's 30th annual advertising and selling course, including radio and TV studies, will be held Oct. 5 to Feb. 25, with a total of 27 lectures and six clinic sessions scheduled on Monday and Thursday evenings during that period.

ALTEC for every broadcast need!

When you buy for broadcast you want the best ... and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. Familiarize yourself with the undeniable advantages of these exceptional microphones.

For quality, the omnidirectional 21B has no peer. In video, if the mike must be shown, the 21B will be virtually invisible. Quality, ruggedness, small size and eye-appeal make the 21B outstanding above all others.

The 633 "saltshaker" has long been popular for general studio and field use. For ruggedness and quality at moderate price there is no better.

The 639 is the well known standard for directional microphones. When studio noise or other conditions dictate a directional unit, the 639B with its six selective patterns is sure to fill the need.

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WIBW CBS RADIO in Topeka

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Get Complete MAINTENANCE INSTRUCTION *with this Professional* **TV Engineering Course!**

Southeastern's TV Engineering Course for professionals offers complete maintenance instruction and practice. You assist in maintaining the equipment you use and help make repairs whenever necessary. From time to time, the equipment is deliberately sabotaged to give you actual repair practice. Thus, you know your working tools . . . inside out!

The engineering course gives you thorough training in all phases of actual television station operation. Your instructors are television career men—you work with the latest television equipment in a completely modern TV Studio. At the end of the six-week period, you will be a thoroughly competent television engineer!

Now is the time to get started on your TV career. Opportunities were never better! Get the complete story today. (If you are not now in radio or television, ask about our basic training courses.)

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2317 12th Ave., So.
NASHVILLE, TENNESSEE

IN PUBLIC SERVICE

POW Hastened Home

WFLA Tampa, Fla., and the *Tampa Tribune* joined forces to get a released U. S. prisoner of war home as soon as it was possible because his father was seriously ill and not expected to live. Station and newspaper called on the Red Cross and Florida's Sens. Spessard L. Holland and George A. Smathers in addition to the Adjutant General's office to expedite the quick return of Sgt. Lawrence Buzbee of Ruskin, Fla. Five days later, the soldier stepped off a plane at the Tampa International Airport. WFLA's Milton Spencer interviewed the freed POW.

* * *

WFPA Arranges Reunion

WFPA Fort Payne, Ala., recently played a major role in homecoming activities for a returning POW, Ralph McKinney. George Gothberg, president of WFPA, reports that the station cancelled all commercial programming for five hours and devoted the air time to an appeal for funds so that the boy's parents might be able to go to San Francisco to meet him. Amount raised for Mr. and Mrs. McKinney's trip was $1,525, according to Mr. Gothberg.

* * *

Find POW's Mother

WKEI Kewanee, Ill., was instrumental in contacting a mother who had left that area and was living in Albuquerque, N. M., when her serviceman son returned from a communist prison camp and was unable to locate her. WKEI contacted KVER Albuquerque, which aired a message for the mother. A druggist remembered the mother as a customer, notified KVER of her address and the information was relayed through WKEI to the son.

* * *

Aids Blood Donations

A TWO-DAY campaign for blood donations in Livingston, Mont., sponsored as a result of inoculation of all children in the area with gamma globulin shots for polio, was in the August doldrums until KMON Great Falls began saturating the air with spots on behalf of the campaign and arranged a special pickup show with KPRK Livingston. Result: The Red Cross reported a successful drive with women comprising 50% of the donors.

* * *

Traveler Tagged in Texas

RADIO was not found wanting when a traveling salesman was wanted—and quickly—by his wife. KRMG Tulsa relates that Mrs. Dan Garman called Joe Knight, m. c. of *Tulsa Ballroom*, daily 2-hour, 55-minute show on the station, saying it was imperative to get in touch with her husband. She said she thought of Mr. Knight's program—Mr. Garman is a faithful listener—and asked the m. c. to air her announcement. Station says she called again only 15 minutes after the broadcast to say her husband had just telephoned from Pampa, Tex.

* * *

KING Staff Turns Domestic

IN THE recent Eddie Cantor contest on NBC's *Colgate Comedy Hour*, Catherine Donnelly of Seattle came out the winner earning a trip to Hollywood as Mr. Cantor's guest. When NBC requested KING-AM-TV, its Seattle affiliate, to dig out some information of the winner, staff members became interested in the case. Miss

KDKA

PITTSBURGH

50,000-watt NBC affiliate serving a tri-state area with over $11 billion effective buying income

WESTINGHOUSE RADIO STATIONS Inc

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

Funds Group

LEADERS of 27 major industries, including the broadcasting, advertising and public relations fields, have organized national committees to solicit funds for the 79 medical schools in the country, the National Fund for Medical Education has announced. Heading the broadcasting committee is William S. Paley, chairman of the board of CBS. D. K. Clifford, president of Doherty, Clifford, Steers & Shenfield Inc., is chairman of the advertising and public relations committee.

Donnelly, a cerebral palsy victim, lives in a small house in Seattle with her mother. While the two were out of town KING employes got together and completely renovated their home to insure a happy homecoming for Miss Donnelly and her mother.

* * *

Kiddies Give Advice

SAFETY campaign on WASK (AM) WAFM-TV Lafayette, Ind., featured personal appearances on the air and on the screen by school children from each grade through high school describing the school and driving conditions in the area. Then, the children warn the motorist to watch for school children this season. Stations report that this type of campaign has aroused considerable interest.

* * *

Churches Get KOTV (TV) Time

DAILY quarter-hour has been donated by KOTV (TV) Tulsa to the Tulsa Council of Churches for *Light of Life*. Program will be used by all church denominations in an appeal to the public to attend the church of their choice each Sunday. Telecasts will be allocated by the Council based on the size of the church following within the city. In each program the representing body of the church will have an opportunity to report on the various activities of their organization.

* * *

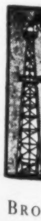
KTNT Gets Fast Result

KTNT Tacoma, Wash., received a call from a major stationed at Ft. Lewis. His wife was seriously ill, and he was trying to contact a son who was supposed to be driving toward the city. The station broadcast the emergency message to the son. Twenty minutes later he had been contacted.

* * *

'Operation Warmth' on WTVJ

WTVJ (TV) Miami cooperated in the Jaycees' "Operation Warmth," campaign to collect blankets and warm clothing for victims of the recent Greek earthquakes disaster. Jack Cobb's *Tee-V Room* program featured 16 Greek children, dressed in native costume, who joined in the appeal.



GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview"—TEXAS

KBRL Tracks Thieves

KBRL McCook, Neb., teamed up with state police recently to catch two escaped car thieves. A car the men had been driving was involved in a wreck there. Police asked the station to broadcast a description of the men. Within minutes a listener had spotted them. A few minutes later another listener gave a closer location for the pair. A third call gave the final location where the two were arrested.

* * *

Lamb Gives $5,000

TOLEDO Symphony Orchestra has been given $5,000 by radio-TV broadcaster Edward Lamb for a series of children's concerts during the 1953-54 winter season. Mr. Lamb, a trustee of the orchestra, made an initial $5,000 contribution in March 1953.

* * *

WBT Student Loan Fund

STUDENT loan fund for children and dependents of WBT WBTV (TV) Charlotte, N. C., personnel has been announced by Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co. and first vice president of the Jefferson Standard Life Insurance Co. Loans will pay up to four years of academic or engineering training in any accredited college or university of the student's choice. Money will be paid directly to the institution selected by the student with arrangements made by the student to repay the loans in periodic installments upon completion of his studies. Charles H. Crutchfield, executive vice president of the broadcasting company, said selection of students will be made by heads of the local library, department of education and chapter of the state education association.

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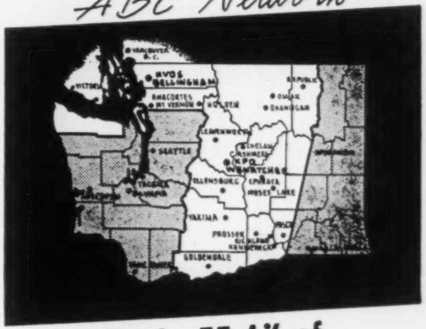

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We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

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RCA RADIO CORPORATION of AMERICA

NETWORK RADIO—1953

THIS gathering seems to me truly auspicious, and I welcome the opportunity to congratulate you on the formation of the NBC Radio Affiliates Committee. It reflects, I believe, your awareness of the challenge facing network radio today, and your determination to participate actively in meeting that challenge. On our part, it marks a renewed dedication to the tasks of leadership we assumed when NBC established America's first network. On your part, it signalizes a realistic recognition of the interdependence of network and stations.

When network radio emerges again on the high road of full economic and operating health, this meeting may well be recalled as the decisive point in the process—the point at which we not only took the correct turning in the maze of possible paths, but sensibly took it together, as a team.

The creation of your Committee, coinciding with the far-reaching effort we have launched to revitalize our radio operation, has set the stage for a new era of NBC Radio. It offers a promise of cooperative action and provides the machinery for its fulfillment. But action in itself is no panacea. In the present case it will be meaningless unless it is based upon a frank appreciation of the facts of life in radio—not as they were in the past, or as we might wish them to be today, but as they are. Given such clarity of vision and businesslike cooperation between the network and the stations, the formidable problems confronting all of us can be solved.

Joint Responsibility of Networks and Stations

A network cannot properly be expected to solve today's problems alone because it does not control all the elements that comprise a network operation. The controls are dispersed among the network, its affiliated stations, its clients, their advertising agencies, artists and their agencies, as well as the Government. Adjustment to a changing market therefore does not lie solely within the power of the network. For instance, the form in which we sell network time, the amount of time we have to sell, the price at which we sell, and the periods in which we program, are all affected by our arrangements with you.

As a result, you can exercise a large measure of control over network operations. And this in turn places upon you a corresponding measure of responsibility. It is not a responsibility imposed by the NBC, but one which grows out of the nature of our mutual relations in the context of a set of new conditions. NBC is your network and its problems are your problems as well as ours.

If we are to solve them effectively, we must solve them in harmonious collaboration. We ask for your understanding and help, not only because the NBC needs them, but also as a means of protecting your own stake in radio. Let me put it bluntly: If you want a strong and progressive radio network service, you must take part in the job of putting it on a sounder business basis. We need your support, and you need ours. We shall prosper together, or not at all.

Radio network business has been going through a fundamental change which has been variously called an "adjustment" or a "transition" or a "revolution." The label is unimportant. But, the reality under the label cannot be dealt with by closing our eyes, then opening our mouths to make cheerful noises about courage and stability. It demands realistic reappraisals of the whole picture and adoption of practical policies to meet the changed circumstances.

I have never underrated the basic problems created for radio when it ceased to be the sole broadcasting medium. The changes affecting radio, moreover, have by no means run their course; the full impact of some of them is yet to be felt. The massive campaign of rehabilitation set in motion by NBC should be proof enough that we regard the problem as one requiring not minor patching but major revision—the kind that breaks sharply through the inertia of habit and renounces the temporary comfort of just drifting. If there is any valid excuse for complacency, I have yet to hear of it.

All the same, I for one will not cast a vote of "no confidence" in the future of radio. I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service. This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life.

The NBC measures up in all these respects. It does have the basic strength. It enjoys standing and prestige among the American people which no other network can match; the hallmark of its long history has been integrity. These key values are of basic importance to the RCA as well as the NBC; and this means that NBC is not in business for the short term and the quick turnover, that it is not for sale or merger. The NBC is in business for the long range opportunities, and therefore is concerned with creating permanent values for its employees, for its affiliates, for the RCA and for our country.

WHERE is network radio headed? Brig. Gen. David Sarnoff, in his first formal utterance since he assumed the NBC presidency Aug. 7, expressed his views to the affiliates of NBC meeting in Chicago last Thursday (Sept. 17). Gen. Sarnoff, as executive vice president of RCA, was primarily responsible for creating network broadcasting with the founding of NBC in 1926. Because his views may have a profound effect upon the future of network radio in the television era, B•T *publishes herewith, in full text, the address of the RCA-NBC board chairman and NBC president.*

As in any industry in time of transition, we can look for the survival of the fittest. But in an industry like ours, which rests on "public interest, convenience, and necessity," the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow. The real tests of fitness of a radio network's capacity for leadership are its far-sighted concern for the well-being of the industry as a whole, its deep roots in the field of public service, and its record for fair play in relation both to its associates and the industry at large.

I believe that opportunities for radio will exist as long ahead as anyone can see, and I know that NBC has a better chance than any other network to realize those opportunities. But even NBC can perform no miracles or turn back the clock of events to a nostalgic past. Its operational patterns must be brought into conformity with the realities of the present and the future. It must be able to compete in a competitive market. We are prepared to devote immense effort and capital to revitalize network radio—provided our affiliates go along with us to make these investments effective.

Given your cooperation, we see every prospect for success; for leading the way in a new and larger development of network radio. I used the word "prospect" advisedly, since there can be no absolute certainties in our complex business. But RCA and NBC did not win their preeminent leadership by waiting for a sure thing. They created a new industry and a new art by blazing trails which others followed, in the establishment of network service, in the pioneering of vhf and uhf television, and in the development of compatible color television. And I am happy to say that our affiliated stations have shared in that leadership and its great rewards.

Now we are blazing a new trail in our efforts to establish radio broadcasting on a solid foundation. Your opportunity, as a matter of plain self-interest, is to share once more in the labors and the rewards. With the network and stations working together toward the goal, the NBC affiliates can maintain and even expand their important place in radio broadcasting. And the NBC Radio Network will ride through the squalls and storms to the harbor of a new period of stability.

I feel sure you will accept your portion of responsibility in the common enterprise. This conclusion, indeed, seems to me implicit in the formation of a Radio Affiliates Committee and reflects the mood of this meeting today.

The New Course

In stressing our joint responsibilities, of course, I do not mean to unload on your shoulders those obligations of leadership that rest upon the network. NBC has taken the initiative in working out plans and procedures. Already it is implementing those steps which it can take by itself. But other steps obviously require your cooperation, and these mark the area of your participation.

The initiative in programming should come from NBC. We must provide a network radio schedule to attract influential national audiences against the competition of all other radio operations and all other media, television included. The initiative in network sales development likewise must come from NBC, which knows the sales climate for network radio, the needs and interests of network customers, and the activities of competition. These network responsibilities we accept and we are acting upon them, energetically.

The first step was organization. As you know, I took over active direction of NBC's affairs about four months ago. Since then I have devoted myself to an intensive study of all its areas of operation. I soon reached the conclusion that if we were to forge ahead in radio, we would need an organization concentrating exclusively on this medium and its special problems.

The integration of radio and television in 1952 was based on the theory that they could best be sold as complementary media by a joint sales force, and that the programming in both fields would be most effective if it were administered by a consolidated Program Department. Like so many plausible theories, it did not take the human element sufficiently into account. Experience proved that the demands of an expanding television system were cutting in on the equal attention which radio deserved. And the emergence of color television, I realized, would tend to aggravate that condition.

I found a preocupation with television that almost blacked out radio from the minds of some sponsors and their advertising agencies. It became evident to me that we could not correct this situation in the trade, unless we first corrected it in our own household. Besides, the problems of the radio network were often quite different from those of the television network. They called for different personnel with a different point of view.

The importance of radio to the RCA, to the NBC, and to its affiliates dictated the establishment of a strong organization dedicated exclusively to programming radio, selling radio, planning for radio, and managing the radio network. Bold and speedy action seemed to me imperative, and I took such action.

As you know, the new radio organization has been set up and is hard at work. Bill Fineshriber, who is in charge, is known to you as a seasoned broadcasting executive with wide knowledge and experience. As operating vice-president under him we selected Ted Cott, who has made a well-deserved reputation in station operation. He is bringing new imagination and drive to our radio effort.

The next step was to act on those problems we could attack by ourselves. The first of these was programming, where we clearly needed a fresh approach to stimulate additional audience and advertiser interest in NBC radio. The program schedule presented to you this morning by Ted Cott is, at the very least, testimony to our resolve to bring new vitality to this service. The temptation was to proceed slowly and tentatively, but it was our conviction that this was a time for large scale action—for a massive frontal attack.

We believe that with this new approach to programming, we shall open wider horizons for radio, and provide entertainment and services for which radio is uniquely suited.

The NBC Radio Network is now developing the sales possibilities of this new program schedule. In doing so, it addresses itself to rock-bottom business fundamentals: the advertising value of network radio as a low cost, effective sales medium; the strength of the programs in attracting listeners; and the superiority of the NBC radio facilities in giving the most comprehensive coverage.

In addition to the usual sales pattern, we have also set up certain "program blocks," in periods that have long been unsold. These offer a type of advertising opportunity familiar enough in printed media but new to network radio. For example, a two-hour program block on Sunday afternoon—in effect a radio version of a Sunday newspaper—offers great audience and sponsor values. While there are few advertisers prepared to buy two solid hours of network time on Sunday, there are hundreds who use weekly magazines and Sunday supplements. They can use network radio if it is brought within their budgets and in a format close to their established advertising patterns. So without disturbing the two-hour program unit, we are breaking it down into smaller sales units for which we believe there is a market.

Through these and other techniques we are seeking to attract new money to network radio from advertisers who have never used the medium, from advertisers who have left the medium, and from advertisers who can be persuaded to supplement their present use of it. It is to these sources that network radio must turn to halt the decline of revenue and to provide the economic support for those new program patterns which network radio must develop to build and hold audiences.

We can be inventive and imaginative, charting program directions to give radio new stature and vitality. But we must also be inventive in creating the means of attracting sponsorship to these new programs. The sales plans sketched for you today are as vital a contribution to the solution of our mutual problem as is the new program schedule. They go together like lock and key.

With our separate radio organization, our new program schedule, and a new zeal of purpose, the machine is off the ground and moving in high gear. I can pledge to you that no effort will be spared to put your radio network as quickly as possible in the first place in public awareness, in audience and in sales.

Problems and Opportunities

I do not profess to speak as a program or advertising expert. But I have observed the ebb and flow of broadcasting from its very beginnings. While I have not been a network or station operator, I have had a little something to do with the development of broadcasting—both in radio and television. From these contacts I have gained a certain perspective which I should like to discuss with you today.

I do not see the picture in radio as one of unrelieved gloom. Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject—as if resolute cheerfulness would solve all problems. Instead, I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible.

It is no secret that the changes in radio which have been brought about by television, have had their initial and most drastic impact on radio networks. The reasons are not far to seek. The economic base for network radio was built on major advertisers and time-and-talent units of about a million dollars a year. It is for investments of that magnitude that television competes directly and successfully. Radio stations, selling their time in smaller and more diversified units, selling not only to national but to regional and local advertisers, could accommodate themselves more quickly to the shifts and pressures imposed by TV.

But any radio station management which feels smug or complacent on this account is short-sighted. The prospects of profitable station operation and profitable network operation cannot be dissociated. If the networks operate in the red over a period of time, their existence would be in jeopardy; and the collapse of any radio network might destroy the profit potential of its affiliated stations.

Value of Network Services

This should be obvious to anyone in the industry; yet it will bear some comment at this time. A station's network affiliation is one of its most important economic assets. That fact is recognized not only by the stations themselves, but by others in the trade. Even the contracts which spot representatives make with a station give them the right to cancel if the station loses its network affiliation. But the value of network service to stations is not measured by the dollar yardstick alone, nor is it limited to affiliates. Network broadcasting has been the keystone of the whole edifice of acceptance, growth and prosperity of the industry and its maintenance remains essential to the future of the American system of broadcasting.

Local services are important to the community. But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? Does anyone believe that broadcasting would retain its stature with the public if network services were not maintained?

It was easy access to nationally known performers, to great orchestras and great drama, to the products of nationwide and worldwide news organizations—in sum, to the network offerings—that made broadcasting indispensable to people throughout our land. Americans became dependent on broadcasting because network services brought them instantly the great events and issues and personalities of the day and the hour.

Our national democracy is geared to immediate and direct availability of a national audience. This is dramatically obvious in a Presidential election campaign and in wartime, but it holds true at all times. One of the central problems in this age of peril is that of continuous contact between our citizenry and its Government. Only broadcasting can alert the entire nation instantaneously and simultaneously in time of danger. Subtract the nationwide network system, and these all-important factors for democracy and security are lost.

Under these circumstances, would Government have any alternative but to step in and provide its own national service? If free enterprise should fail in this aspect of broadcasting, it will be endangered in all other aspects. Let there be no illusions on that score. The very existence of the industry on a competitive free-enterprise basis would be jeopardized.

And let us reflect also on the role networks play in the economics of all station operations. Because one independent station in a community is thriving on "music and news," some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations.

Strong and solvent networks, I repeat, are essential to healthy station operation. It is against this background that I wish to touch briefly on a few specific facets of the present situation.

Radio Circulation

The first and basic fact is a decline in radio audiences. This is not a popular subject at a meeting of radio broadcasters. But it is foremost in the minds of our radio clients and cannot be evaded. Those of you who operate in heavily saturated TV areas know that radio listening has gone down substantially in television homes, especially in the evening; and television will soon cover all population centers. Nor will it be long before television gains new impetus through the addition of color. These are hard facts that cannot be wished away. They are the conditions under which radio must evolve new patterns for service and solvency.

But this is only part of the story. For I certainly do not accept the claim that the rating services provide a valid measurement of the decline in radio audiences, or that they show the true size and quality of the audience radio is delivering.

The Deficiencies of Rating Systems

The events of the past few years have led me to believe that at the core of the troubles of radio broadcasting are what I call "the three R's." Several months of active direction of a network have confirmed that belief. The three R's are: first, RATINGS; second, RAIDING, and third, REBATES. They do not have to be learned. They have to be unlearned.

Since it would take too long to dissect them all in detail, I shall address myself today especially to "Ratings." Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

Unhappily these figures are seized upon by the advertising community as a substitute for analysis and judgment. They are used as the main standard for advertising values in broadcasting, and millions of dollars are spent or withheld each year on the basis of a drop or rise of a few rating points!

This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening.

There was a time when practically all radio listening was done in the living room, with the family gathered around the living room set. Now with television and new leisure habits, all this has changed. In millions of homes, television has taken over as the living room set. But for the past several years, more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms, and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

In the first half of this year, the output of automobile sets almost equalled the full year's production in 1952. Sales of clock-radios are now higher than they were last year, and since 1947 almost half of all the radio sets sold were automobile sets, portables and clock-radios.

But present rating systems do not even credit this vast new audience to radio. They measure listening as if this were still 1947. The only existing national rating system is based on a sample of 1,500 homes with one or two sets. That leaves out of reckoning over 5 million homes with three sets or more. It ignores listening to 5 million sets in public places, millions of portable sets, and more than 26 million automobile sets. In short, radio is judged on ratings that have lost touch with the realities of the medium. And this has led to a host of other evils.

For instance, there is the tendency to devalue radio by comparing the size of the audience today with what it was in the past—which is pointless nostalgia. The advertiser is buying present values, not past values. The only valid comparison should be radio with other available media today, in terms of cost and effectiveness. And on such a comparison, radio is certainly entitled to a much larger share of the advertising dollar than it is getting.

A related evil is the preoccupation with the top-rated programs, as if the Top Ten or Top Twenty are the only good buys. By contrast, careful advertisers do not judge printed media by circulation alone. They select the advertising vehicle to suit their particular product or service. In this way they reach a particular market. They consider the economic level of readers, their buying habits, their tastes. But somehow, these experienced advertisers often ignore these vital facts when they decide their radio budgets.

Ratings, today, simply do not reflect the real audience. They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other! Ratings do not properly measure the size of the audience, and they do not even undertake to indicate the quality and influence of the medium.

With intelligence and focused effort we can overcome some of these disadvantages. We are determined to enlarge audiences for all of our programs and to get our fair share of top ratings, too. But even a program with a modest rating has a huge audience. It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases.

The schedule you saw today is only a beginning, but a good beginning. We can concentrate attention on radio's diversity and quality, and we can sell on the basis of total values—not merely ratings. We can stress sales efficiency: The ability of a given program to produce customers for a specific advertiser. The Research Department of the NBC already has developed significant data on sales effectiveness of broadcasting. More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchases of the sponsor's products.

And I believe that greater concentration by the advertising agencies on their responsibility for the effectiveness of the commercial messages would give their clients far greater values than the obsession with ratings.

Then there is the unique value of radio in selling ideas, in creating good will and fortifying public relations. The political parties are deeply aware of this radio power, as are certain top radio network clients who have no commodities to sell. Increasingly, public relations, advertising, promotion and merchandising are becoming related activities, each indispensable to the other. The role of radio can be enormously expanded in this connection.

Science and New Audiences

Besides creating new program approaches to meet changing listening habits, we can also develop new audiences through scientific progress. For example, tiny radio sets—no bigger than a wallet and ultimately a wristwatch—would advance the use of personal radios, and thereby greatly enlarge the total radio audience.

Such miniature radio sets are not a fantasy. At our laboratories we are working on the use of transitors as one of the applications of electronics-in-solids. The prototype of the tiny personal radio is already in existence. The miniature radio will reach out to bring radio to everyone everywhere, opening up new types of personal entertainment and information services. Pocket and wrist radio sets will become standard equipment for millions of people. Far from being a victim, radio is a beneficiary of science and technical progress.

New Opportunities for Sales

In our campaign to strengthen radio, we are seeking to develop new sales patterns in line with the new opportunities. Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio was the core of their advertising effort in many cases.

This situation has been changing under the impact of television. As I see it—and as many clients see it—the original sales pattern for network radio is now too rigid to serve as the only basis on which the medium can be sold. To build back its revenue, network radio must diversify its offerings.

Network radio should continue to sell half-hour shows for individual sponsorship. It can also provide a limited number of shorter programs without sacrificing a balanced schedule. But it should not fragmentize the whole schedule into bits and pieces and still expect to hold its audience. The new structure should also provide flexibility and variety through shared sponsorships and participations in longer program blocks. All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price. It will also make network radio more useful to many large advertisers—and if it is more useful to them, they will use it more.

I see nothing radical in this new approach. It follows the principle that when the market changes, a business must change with it in order to survive and prosper.

Nor do I think that by making their sales operations more flexible, networks will siphon off spot revenue. Remember that NBC owns and operates five radio stations of its own; so, we are not unfamiliar with individual station problems. An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other.

But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, should recognize that this is not a sufficient reason for imprisoning networks in a diminishing portion of the market. If networks cannot use new patterns to bring in the necessary revenue, how can a national program service be supported? And harking back to what I have already said, how long would the radio spot business continue to be prosperous if there were no competing network services in America?

The Financial Facts

Now let us glance at the financial facts of the network-station relationship. We all know that total radio network revenue has declined while total spot and local billings have increased. Published figures show that since 1948, time sales on radio networks have decreased by 22%, while national spot sales by stations have increased 19% and their local sales have increased 35%. And I have seen recent estimates that spot sales volume this fall is expected to be higher than last year.

When network revenue goes down, the principal burden falls on the network and not on its affiliates. Total network dollars paid to affiliates may decline, but only in proportion to the drop in network revenue. For example, in 1948—a peak year in radio network revenue, network compensation paid to NBC radio affiliates accounted for 43% of the net time sales dollar. In 1953, such compensation to stations still was 42% of the net time sales dollar. In this changing span of six years, the percentage has varied not more than two points.

However, for a network the economic consequences during this period have been serious. When sales went down, many network costs went up, and others remained fixed. Moreover, a network period which is not sold must be programmed with a sustaining show. Thus, at the very time a network is suffering a loss of income, it also incurs increased programming expense.

While our radio network revenue is down since 1948, our cost for sustaining radio programs in 1953 is five times greater than it was in 1948. This one item of cost took 1% out of the net time sales dollar in 1948, and it is taking 9% in 1953. You will also be interested to know that interconnection cost for the radio network took 4 cents out of every net time sales dollar in 1948 and is taking 9 cents in 1953.

Substantially the same is true of other major items. True, economies may be practiced, but the high costs of network studio facilities, producers, directors, a program staff, a world-wide news organization must continue if the network is to meet its obligations to its affiliates and to the public.

So you can see that as between a network and its affiliates, the network is particularly vulnerable when billings decline. In such circumstances, radio networks could find themselves paying out more dollars than they are taking in. That is the point of danger, not only for the networks themselves, but for affiliated stations as well. Indeed it is a danger that must be avoided for the industry as a whole and for all others concerned with maintaining the American system of competitive private enterprise in broadcasting.

These are sobering facts which we must face as businessmen in determining how to operate the radio network. All the same, in undertaking the new course which has been sketched for you today, we have chosen to increase our costs very substantially for new programming and for a separate radio organization. This we have done because we are convinced that it offers the best chance of meeting the problems we mutually face.

Raiding and Rebates

I have left myself little time for the others of the three R's—"Raiding" and "Rebates." Do not judge my appraisal of these evils by the brevity with which I must cover them. They are typical of present-day industry practices that strike at the vitals of radio broadcasting.

Special "deals" and "concessions" are a blight on the radio network business. From what I have heard, the practice is also not unknown in station operations. NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. You all know that we have lost business because we have been unwilling to match concessions offered by other networks.

Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors. If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. If it is practical—and legal—we would be delighted to adopt it. We want to avoid deals and concessions. We are taking a long step in that direction by opening our network for new advertising operations under the specific sales plans Bill Fineshriber has outlined to you. They provide low cost opportunities and new types of flexibility and they will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices. We believe ours is the right approach towards bringing the medium back to sound business practices. If you agree with us on the dangers of deals and concessions, you will support the sales plans we have developed and will help us to develop others.

The Measure of Leadership

I opened these remarks by referring to our rededication in radio to the goals of leadership. I would like to end on that note, since it is both the beginning and the end of our over-all commitment to provide a solid and durable foundation for radio broadcasting. The real test of leadership in network radio will come, I think, in the next several years. Those who have built for the future, who have laid a program and sales base of permanent value, will have the staying power. Those who operate for temporary expediency, no matter how flamboyantly, will be conquered by problems for which further expediency will hold no solutions.

Many of you have established successful television operations in association with NBC and have prospered as a result. You entered the field with the encouragement of NBC and RCA. If we had not devoted a major effort in these past years to the establishment of a prosperous television service, there would have been no television field to enter. Those of you who did not heed our advice on getting into TV, at the outset, can scarcely blame RCA or NBC. But you, too, will soon be part of this new medium, and will benefit from the impetus given television by RCA and NBC leadership.

Our concentration on developing the new industry of television has been in your direct interest, as well as the interest of the public. You cannot fairly separate your benefits in television from your interests in radio, and close your eyes to the over-all values you have received—or will soon begin to receive—from the course NBC has followed. And now we have entered upon a new development of radio, with the resolution that leadership in radio is no less essential to NBC than leadership in television.

The course we have followed has brought rewards in the past and will continue to bring them in the future. Surely leadership does not rest only on a few rating points, on talent raids, or on rebates, or on a temporary increase in gross billings which these devices may bring. However impressive these may appear in the short run, they mean little in the long run. Those of us who are in the industry to stay, who cherish its reputation and enduring vitality, have remembered the fable of the goose that laid the golden egg.

And we also remember the contributions which are the measure of true leadership. Broadcasting really took hold in the United States when NBC established the first radio network. The national service it provided made radio indispensable in America, and created a profitable business for stations as well as for competing networks.

The value of radio broadcasting was vastly increased by NBC pioneering in public service programs—in bringing the world's greatest artists and performers to a national audience, often on a sustaining basis and at a cost to our network of millions of dollars.

The next great advance in broadcasting—the development of black and white television—was from the beginning led by RCA and NBC. While some other networks stuck to short-sighted temporary expediencies—for which their affiliated stations can scarcely be grateful—NBC affiliates were urged to lose no time in getting into the new field. The first television network in the country was established by NBC, along with a service which made station operation feasible and profitable.

Then came RCA-NBC exploration and charting of the uhf band. Many of you who plan to enter television will be able to do so only because the uhf band has been made available for commercial broadcasting.

Last but not least came our successful struggle for compatible color television which now promises a vital new and expanded service to the nation, and great benefits to all who are in the television industry.

I speak in pride—but not in boastfulness. I speak because it seems to me desirable at the present crossroads of our industry's history to underline the difference between a responsible leadership that builds permanent values for itself, its associates and the entire industry, and a claimed leadership that rests on opportunism and concentrates on the short term private gain, regardless of consequences to the future of the business.

Broadcasting is not a finished art or industry and it will never be static. Nor is the promise of the future limited to television. It extends to all applications of the electronics art, and it certainly extends to radio. The transitor development I have mentioned is only one of the possibilities for radio. Scientific invention can also be matched by imagination and creation in programming, in selling, in operating more economically, and in finding ways for networks and affiliates to progress on a basis that will be profitable and satisfactory to both.

I have every confidence in the basic strength and potential of radio, and so do my associates at RCA and NBC. If we did not, we would not be making the great investment we are now making in strengthening the radio network; and we would not be devoting the fresh effort and energy we are turning toward it.

The problems I see ahead are not inherent in radio. They are problems of business adjustment which can be solved if we have the resolution to solve them together. So far as NBC is concerned, you have my pledge that with your help, we will keep pressing forward on all fronts to hold a position of leadership in radio broadcasting—and to make that leadership a permanent part of NBC's future and the future of its radio affiliates.

Let us travel together, on this high road to our destiny, in a spirit of friendship and mutual confidence.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: **Location, call letters,** channel, date granted, **starting target date, network** and representative.

ALABAMA

Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA** (TV) (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV (TV) (23), 10/30/53—Unknown.**
Pine Bluff, **KATV** (TV) (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Bakersfield, KERO-TV (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1/53.
Eureka, **KIEM-TV** (3) 2/11/53-9/27/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Sacramento, **KCCC-TV** (40) 7/16/53-9/26/53, Weed TV.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Francisco, KBAY-TV (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), **4/29/53-Jan. 54, McGillvra.**
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/10/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/20/53, NBC, McGillvra.
Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KLZ-TV (7), **6/29/53-11/1/53—CBS, Katz.**
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV (5), 3/26/53-May '54—Holman.**

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.
Fort Myers, **WINK (TV) (11), 3/11/53-10/1/53—Weed TV.**
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-10/1/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-Nov. '53, CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-9/27/53, Young.
Tampa, WFLA-TV (8), **Initial Decision 7/13/53-Early '54,** NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/23/53, Weed TV.

GEORGIA

Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknown.
Columbus, WDAK-TV (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.
Macon, **WMAZ-TV** (13), **3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).**
Savannah, WTOC-TV (11), 6/26/53-11/1/53—Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53—12/1/53.
Pocatello, KISJ (TV) **(6), 2/26/53—Nov. '54, CBS.**
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

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* Indicates noncommercial, educational station.

Note: Information provided by station executives, representatives, networks and sources considered reliable.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ILLINOIS

Bloomington, WBLN (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **Champaign-Urbana TV Inc.** (21), **7/22/53—Unknown.**
Champaign, **WCIA** (TV) (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, Joliet TV Inc. (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/27/53—Petry.
Rockford, WREX-TV (13), 5/14/53—Fall '53, ABC, CBS, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—ABC, CBS, DuM, NBC, Adam Young.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Oct. '53.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, WRAY-TV (52), 3/11/53-10/15/53.
Waterloo, WINT (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, WMT-TV (2), 4/9/53-9/27/53—CBŚ, Katz.
Cedar Rapids, **KCRI** (TV) (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—10/15/53.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **Central Bcstg Co.** (13), 9/2/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV) (21), 1/29/53-10/1/53—Pearson.**
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), **7/24/53—Unknown.**
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, WIBW-TV (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-9/27/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV) (40), 12/18/52—Unknown.**
Lake Charles, **KTAG** (TV) (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-Oct. '53, DuM, Bolling.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.

MARYLAND

Baltimore, **WITH-TV (60), 12/18/52-1/1/54—Forjoe.**
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV (16), 3/11/53-10/1/53.**

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **WGLM** (TV) (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52—Fall, Walker.
North Adams, WMGT (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-9/22/53—Headley-Reed.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint, WFDF-TV (12), **Initial Decision 5/11-53.**
Flint, WTAC-TV (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, WILS-TV (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

St. Cloud, WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, WCOW-TV (17), 3/11/53-11/15/53.

MISSISSIPPI

Columbus, **WCBI-TV (28), 3/11/53—Unknown.**
Gulfport, **WGCM-TV (56), 2/11/53—Unknown.**
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDX** (TV) (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Fall '53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, **DuM, Headley-Reed.**

MISSOURI

Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/21/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-10/15/53, ABC, H-R **Television.**

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CINCINNATI

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), **2/26/53-1/1/54.**
Springfield, **KYTV (TV)** (3), 1/8/53-9/25/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT (TV)** (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), **4/9/52—Unknown, Hollingbery.**
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV (TV)** (8), 12/23/52-9/27/53, CBS, NBC, ABC, DuM, Pearson.

NEW HAMPSHIRE

Keene, WKNE-TV (45), **4/22/53—Unknown.**
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN (TV) (52), 1/8/53—Unknown.**
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), **12/4/52—Unknown.**
Trenton, **WTTM (TV)** (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS,
Albuquerque, **KOAT-TV** (7), 6/18/53—9/25/53, ABC, Hollingbery.
Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/15/53, ABC, Bolling.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.

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*CLIENT SERVICE DEPARTMENT

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, **Everett-McKinney (share time with WVET-TV).**
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, **Bolling (share time with WHEC-TV).**
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), **12/23/52-11/15/53—Weed TV.**

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT (TV)** (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-10/1/53—NBC, **Headley-Reed.**
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, ABC, H-R Television.

NORTH DAKOTA

Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV (15), 2/5/53-Fall '53, Gill-Perna.**
Cincinnati, **WCIN-TV (54), 5/14/53—Unknown.**
Cleveland, **WERE-TV (65), 6/18/53—Fall '53.**
Columbus, **WOSU-TV (*34), 4/22/53—Unknown.**
Dayton, **WIFE (TV)** (22), 11/26/52-Fall '53, Headley-Reed,
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV (TV)** (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Early Spring, '54, CBS, Avery-Knodel.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV** Inc. (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS, Avery-Knodel.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), **Initial Decision 6/18/53.**
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Great Lakes TV Co.** (35), Initial Decision 9/8/53.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), **5/7/53—Late '53, Taylor.**
Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
Lewistown, WMRF-TV (38), **4/2/53—Unknown.**
Philadelphia, WIP-TV (29), **11/26/52—Unknown.**
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
York, **WNOW-TV** (49), 7/11/52-10/12/53, DuM, **Hollingbery.**

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, **Cherry & Webb Bcstg. Co.** (12), 9/2/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, **Free & Peters.**
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, WCRS-TV (21), **4/8/53—Unknown.**
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Johnson City, WJHL-TV (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK (TV)** (26), **3/26/53—10/1/53.**
Memphis, WHBQ-TV (13), **1/29/53-9/27/53—Blair TV.**
Nashville, WSIX-TV (8), **7/30/53-12/1/53, CBS, Hollingbery.**
Old Hickory, **WLAC-TV [Nashville]** (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, **KBMT (TV)** (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), **2/12/53—Unknown.**
El Paso, KEPO-TV (13), 10/24/52—Fall '53, **Avery-Knodel.**
Fort Worth, KTCO (TV) (20), **3/11/53—Unknown.**
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-10/1/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/28/53, DuM, Forjoe.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/27/53—Forjoe.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), **3/26/53—Unknown.**
Sherman, KSHM (TV) (46), 3/4/53—Late Summer **'53.**
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/1/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC **Hollingbery.**

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '53, Walker.
Danville, **WBTM-TV** (24), 12/18/52—10/1/53, Hollingbery.
Harrisonburg, **WSVA-TV** (3), 3/11/53-10/1/53, NBC Devney.
Marion, WMEV-TV (50), **4/2/53—Unknown, Donald Cooke.**
Newport News, WACH (TV) (33), **2/5/53—Summer '53.**
Norfolk, **WTOV-TV** (27), 7/8/53—Oct. '53, ABC, Forjoe.

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/20/53, ABC, DuM, **Weed TV.**
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-10/1/53.
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, WTRF-TV (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-9/30/53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—11/15/53, Hollingbery.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-10/1/53, ABC, DuM, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.
Superior, **Ridson Inc.** (6), Initial decision, 9/9/53.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53-10/15/53, ABC, CBS.
Anchorage, **KTVA (TV)** (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.

ACTIONS OF FCC

Sept. 10 through Sept. 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†152
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through Sept. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,464	138	182	76
FM	580	546	52	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	164	265	429[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	828	337	653	512	1,166[2]
Educational	50		24	26	50[3]
Total	878	337	677	538	1,216[4]

[1] Thirteen CPs (5 vhf, 11 uhf) have been returned.

[2] **One applicant did not specify channel.**

[3] Includes 20 already granted.

[4] Includes 448 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New TV Stations . . .

ACTION BY FCC

Corona, Calif. — KOWL Inc. (KOWL Santa Monica), granted CP for new television station on uhf Ch. 52 (698-704 mc); ERP 38 kw visual, 20.4 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. Post office address Pico Blvd. at the Ocean, Santa Monica, Calif., or 16833 Sunset Blvd., Pacific Palisades, Calif. Studio location in Corona, Calif., site to be determined. Transmitter location atop Mt. Wilson, north of county road, south of U. S. Weather Bureau station, about 30 mi. NE of center of Santa Monica, in same general area with transmitters, antennas and supporting towers of KECA-TV KHJ-TV KLAC-TV KNBH (TV) KNXT (TV) KTLA (TV) and KTTV (TV) Los Angeles. Geographic coordinates 34° 13′ 34.4″ N. Lat., 118° 03′ 57.6″ W. Long. Transmitter and antenna RCA. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Sole stockholder in applicant is President **Arthur C. Croghan** (100%), licensee of KOWL. Vice president is **Terrance Dale Croghan** and secretary is **Mary V. Croghan,** neither of whom has any other business interest. Granted Sept. 16.

APPLICATIONS

San Diego, Calif. — Elliot L. Cushman, uhf Ch. 21 (512-518 mc); ERP 185.3 kw visual, 100 kw aural; antenna height above average terrain 806 ft., above ground 250 ft. Estimated construction cost $253,526.11, first year operating cost $200,000, revenue $200,000. Post office address San Diego Shopping News, 13th & Broadway, San Diego. Studio location 2566 5th Ave., San Diego Transmitter location Mt. Soledad, 10 miles NW of San Diego. Geographic coordinates 32° 50′ 20″ N. Lat., 117° 15′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Mr. Cushman is general manager and 62½% stockholder *San Diego Shopping News* and president and 95% stockholder Southwest Color Press, San Diego. Filed Sept. 11.

APPLICATIONS DISMISSED

Merced, Calif. — Merced Bcstg. Co. (KYOS) granted dismissal of bid for new TV station on uhf Ch. 34 at request of attorney. Dismissed Sept. 15.

Augusta, Ga.—Garden City Bcstg. (WAUG) granted dismissal of bid for new TV station on vhf Ch. 6 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—Twin Cities Bcstg. Co. (WGAC) granted dismissal of bid for new TV station on vhf Ch. 12 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—J. I. Sims tr/as Augusta TV Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—Martin Theatres of Ga. Inc. granted dismissal of bid for new TV station on vhf Ch. 6 at request of attorney. Dismissed Sept. 15.

Paducah, Ky.—Pierce E. Lackey (WPAD) granted dismissal of bid for new TV station on uhf Ch. 43 at request of applicant. Dismissed Sept. 15.

Silver Spring, Md.—Capital Bcstg. Co. granted dismissal of bid for new TV station on uhf Ch. 20 at request of attorney. Dismissed Sept. 10.

Charleston, W. Va.—Kanawha Valley Bcstg. Co. (WGKV) granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed Sept. 15.

Existing TV Stations . . .

ACTIONS BY FCC

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. granted modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; antenna height above average terrain 228 ft. Granted Sept. 8; announced Sept. 15.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. granted modification of CP for vhf Ch. 13 to change ERP to 45.7 kw visual and 22.9 kw aural; antenna height above average terrain 710 ft. Granted Sept. 10; announced Sept. 15.

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. granted STA to operate commercially on vhf Ch. 2 for the period ending Feb 8. Granted Sept. 9; announced Sept. 15.

WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp. granted modification of CP for uhf Ch. 14 to change ERP to 14.55 kw visual and 7.85 kw aural; studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 812 ft. Granted Sept. 11; announced Sept. 15.

WPAG-TV Ann Arbor, Mich.—Washtenaw Bcstg. Co. granted CP to replace expired CP as modified for new TV station uhf Ch. 20. Granted Sept. 11; announced Sept. 15.

KFEQ-TV St. Joseph, Mo.—KFEQ Inc. granted STA to operate commercially on vhf Ch. 2 for the period ending Oct. 15. Granted Sept. 9; announced Sept. 15.

KACY (TV) Festus, Mo. — Ozark TV Corp. granted modification of CP for uhf Ch. 14 to change ERP to 234 kw visual and 123 kw aural, directional; change transmitter and studio location to 5 miles NW of Kimmswick near Festus; antenna height above average terrain 930 ft. Granted Sept. 1; announced Sept. 9.

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KOOK-TV Billings, Mont.—Montana Network granted modification of CP for vhf Ch. 2 to change ERP to 13.5 kw visual and 7.59 kw aural; antenna height above average terrain 520 ft. Granted Sept. 8; announced Sept. 15.

KCEB (TV) Tulsa, Okla.—Elfred Beck granted modification of CP for uhf Ch. 23 to change ERP to 170 kw visual and 93.3 kw aural; change transmitter and studio location to Lookout Mt., 0.3 mile N. of 36th St. and 28th Ave., W., near Tulsa; antenna height above average terrain 630 ft. Granted Sept. 4; announced Sept. 9.

WARD-TV Johnstown, Pa.—Rivoli Realty Co. granted STA to operate commercially on uhf Ch. 56 for the period ending Jan. 15, 1954. Granted Sept. 9; announced Sept. 15.

WJHL-TV Johnson City, Tenn. — WJHL Inc. granted change in ERP on Ch. 11 to 309 kw visual and 155 kw aural; antenna height above average terrain 720 ft. Granted Sept. 8; announced Sept. 15.

WTSK (TV) Knoxville, Tenn.—TV Services of Knoxville granted STA to operate commercially on uhf Ch. 26 for the period ending Nov. 25. Granted Sept. 4; announced Sept. 15.

WSIX-TV Nashville, Tenn.—WSIX Bcstg. Co. granted STA to operate commercially on vhf Ch. 8 for the period ending March 29, 1954. Granted Sept. 9; announced Sept. 15.

STATIONS DELETED

KCNA-TV Tucson, Ariz.—Catalina Bcstg. Co. granted request for cancellation of CP for vhf Ch. 9 and for deletion of call letters. Deleted Sept. 9; announced Sept. 15.

WLEC-TV Sandusky, Ohio—Lake Erie Bcstg. Co. granted cancellation of CP for new TV station on uhf Ch. 42 and deletion of call letters. Deleted Aug. 31; announced Sept. 9.

APPLICATIONS

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. seeks modification of license for vhf Ch. 8 to change ERP to 25.2 kw visual and 12.6 kw aural. Filed Sept. 1.

KECA-TV Los Angeles, Calif.—American Bcstg.-Paramount Theatres seeks modification of CP for vhf Ch. 7 to change ERP to 128.1 kw visual and 64.1 kw aural; antenna height above average terrain 2,978 ft. Filed Sept. 1.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. seeks modification of CP for uhf Ch. 49 to change ERP to 14.3 kw visual and 7.54 kw aural; antenna height above average terrain 497 ft. Filed Sept. 1.

WTSK (TV) Knoxville, Tenn.—W. R. Tuley, et al d/b as TV Services of Knoxville seeks modification of CP for uhf Ch. 26 to change studio and ransmitter location to 0.2 mile NE of Sharpe Ridge, Memorial Rd., Knoxville; antenna height above average terrain 479.3 ft. Filed Sept. 8.

New AM Stations . . .

ACTIONS BY FCC

Winter Park, Fla.—Orange County Bcstrs. Inc. granted 1600 kc, 1 kw daytime. Estimated construction cost $18,555.49, first year operating cost $43,260, revenue $54,000. Principals include President **Charles Wolf** (58%), bowling centers owner, Vice President and Treasurer **Arthur C. Ericksen** (40%), employe of WROD Daytona Beach, Fla., and Secretary **Richard C. Fellows** (2%), program director WROD. Post office address ℅ Fellows, 1113 S. Ridgewood Ave., Daytona Beach. Granted Sept. 16.

St. Augustine, Fla.—Ben Akerman and Thomas S. Carr d/b as St. Augustine Bcstg. Co., granted 1420 kc, 1 kw daytime. Estimated construction cost $15,000, first year operating cost $48,000, revenue $60,000. Principals in partnership each own 50% interest. Mr. Carr is director and 2% stockholder WMIE Miami, Fla. Post office address ℅ Thomas S. Carr, P. O. Box 66, Atlanta, Ga. Granted Sept. 9.

Jefferson City, Mo.—Empire Bcstg. Co., granted 950 kc, 5 kw daytime. Estimated construction cost $38,140, first year operating cost $80,000, revenue $100,000. Jerrell A. Shepherd, licensee of KNCM Moberly, Mo., owns 99.92%. Post office address P. O. Box 396, Moberly, Mo. Granted Sept. 16.

Price, Utah—Carbon Emery Bcstg. Co., granted 1340 kc, 250 w unlimited, antenna height 180 ft. Estimated construction cost $14,955, operating $20,250, revenue $29,750. Principals include general partners **George C. Platis** and **Robert E. Hawley.** Post office address 389 North Third St., Price, Utah. Granted Sept. 16.

APPLICATIONS

Roseville, Calif.—Melvin D. & Aldine T. Marshall, John C. and Jean G. MacFarland d/b as Roseville Radio, 1490 kc, 250 w unlimited. Estimated construction cost $6,375, first year operating cost $26,000, revenue $31,000. Principals in general partnership are **Melvin D. Marshall** (25%), secretary-treasurer and 26.2% stockholder KECC Pittsburg, Calif.; **John C. MacFarland** (25%), president and 26.2% stockholder KECC; **Aldine T. Marshall** (25%) and **Jean G. MacFarland** (25%). Post office address P. O. Box 808, Pittsburg, Calif. Filed Aug. 31.

Grass Valley, Calif.—Charles E. Halstead Jr. tr/as Grass Valley-Nevada City Bcstrs., 1230 kc, 250 w unlimited. Estimated construction cost $2,000, first year operating cost $10,000, revenue $32,000. Halstead is former owner and manager KDIA Los Angeles, Calif. Filed Aug. 31.

Charlotte, N. C.—O. L. Freeman, J. Lee Friedman and Paul Jones d/b as Queen City Bcstg. Co., 1480 kc, 1 kw daytime. Estimated construction cost $17,500, first year operating cost $48,000, revenue $60,000. Each partner has ⅓ interest and has been associated in amusement promotions. Post office address ℅ O. L. Freeman, Room 227 Candler Bldg., Atlanta, Ga. Filed Aug. 21.

Martinsburg, Pa.—Carl W. Kensinger and Robert E. Meredith, 1370 kc, 500 w daytime. Estimated construction cost $8,400, first year operating cost $36,000, revenue $45,000. Each partner has ½ interest. Kensinger is in sales and service of farm machinery and Meredith is grower, packer and distributor of fresh fruit. Post office address R. D. #1, Roaring Spring, Pa. Resubmitted Aug. 24.

Yakima, Wash.—Independent Bcstrs., 1340 kc, 250 w unlimited. Estimated construction cost $6,800, first year operating cost $33,600, revenue $40,000. Walter N. Nelskog is sole owner. Mr. Nelskog is disc-jockey KRSC Seattle; sole owner Music Makers, dance promotion, and ⅓ owner Northwest Attractions, artist promotion. Post office adress 3915 S.W. 106 St., Seattle. Filed Aug. 26.

Existing AM Stations . . .

STATIONS DELETED

WKXY Albany, N. Y.—Champlain Valley Bcstg. Corp. granted request for cancellation of program tests effective midnight 7/31/53; and for dismissal of license application and deletion of call letters. Deleted Sept. 10; announced Sept. 15.

WSTK Woodstock, Va.—County Bcstg. Service granted request for cancellation of CP as modified (for 1230 kc, 250 w unlimited) and deletion of call letters. Granted Sept. 1; announced Sept. 9.

ACTION BY FCC

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. granted request for waiver of Rule 3.71 so as to operate 2 hours daily for the period of Sept. 11-15, inclusive. Granted Sept. 11; announced Sept. 15.

APPLICATIONS

WAHR Coral Gables, Fla.—Alan Henry Rosenson seeks modification of CP to change transmitter and studio locations from Coral Gables to Miami Beach, Fla. Filed Sept. 2.

WMYR Ft. Myers, Fla.—Robert Hecksher seeks CP to change from daytime to unlimited, directional night. Filed Sept. 1.

WAYS Charlotte, N. C.—Inter-City Advertising Co. of Charlotte, N. C., seeks modification of license to change studio location from 120 E. Third St. to 3229 S Boulevard, Charlotte. Filed Sept. 1.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. seeks CP to change from 1500 kc, daytime to 1490 kc unlimited. Filed Aug. 31.

New FM Stations . . .

ACTION BY FCC

New Orleans, La.—Fidelity Bcstg. Co. granted CP for new Class B FM station on Ch. 239 (95.7 mc); ERP 48 kw; antenna height above average terrain 170 ft. Granted Sept. 9.

Existing FM Stations . . .

ACTIONS BY FCC

WCSI-FM Columbus, Ind.—Syndicate Theatres Inc. granted CP to change studio site to Carr Hill Rd.; antenna height above average terrain 220 ft. Granted Sept. 9, announced Sept. 15.

WYSN (FM) New Castle, Ind.—New Castle Henry Township Schools granted CP to replace permit which expired 12/10/52 to operate on Ch. 216 (91.1 mc) with power of 10 w. Granted Sept. 9; announced Sept. 15.

WHFB-FM Benton Harbor, Mich.—Palladium Pub. Co. granted CP to change ERP to 3 kw; antenna height above average terrain to 430 ft. Granted Sept. 10; announced Sept. 15.

WPRO-FM Providence, R. I.—Cherry & Webb Bcstg. Co. granted CP to change antenna height above average terrain to 460 ft. Granted Sept. 11; announced Sept. 15.

APPLICATIONS

KDYL-FM Salt Lake City, Utah—Intermountain Bcstg. and TV Corp. seeks modification of CP to change ERP from 9 kw to 1.14 kw; transmitter location from 179 S Main St., Salt Lake City, to Mt. Vision, 17 miles SW by W of Salt Lake City; antenna height above average terrain from 450 ft. to 2,968 ft. Filed Sept. 8.

Ownership Changes . . .

ACTIONS BY FCC

WPEO Peoria, Ill.—WPEO Inc. granted voluntary transfer of control from TV & Radio Peoria Inc. through sale of all stock for $55,000 to Errett G. Zendt (20%), vice president and treasurer Valley TV & Radio Inc., applicant for uhf Ch. 15 Ottumwa, Iowa; Frederick C. Vicic (20%), food distributor; Richard A. Hern (10%), livestock broker; W. Dale Livingston (10%), 14 2/7% stockholder WPEO; David L. Livingston (6%), WPEO employe, and John R. Livingston (34%), president and 50% stockholder Valley TV & Radio Inc. Granted Sept. 9.

WMLS Sylacauga, Ala.—Marble City Bcstg. Co. granted voluntary transfer of control to Curtis O. Liles through sale of 52 shares of stock each by Edward J. Smith and Richard L. Scroggins for $12,400. Mr. Liles will now own 81%. Granted Sept. 9.

KPAS Banning, Calif.—Pass Bcstg. Co. Granted assignment of license to Henry Darwin d/b as Darwin Bcstg. Co. Mr. Darwin, half owner of KCLF Clifton, Ariz., pays $6,100. Granted Sept. 16.

KXOB Stockton, Calif.—KXOB Inc. Granted voluntary transfer of control Clem J. Randeau to Joseph E. Gamble through sale of all stock for $207,000. Price includes $25,000 cash and obligations totaling $182,000. Mr. Gamble, operator of KCMJ Palm Springs, Calif., is brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland Ore.; KJR-AM-TV Seattle, Wash. and KLZ-AM-TV Denver. Granted Sept. 9.

KOA-AM-FM Denver, Colo.—Metropolitan TV Co. granted voluntary transfer of control from Hope Productions Inc. (50%) to its stockholders Bob Hope, James L. Saphier, Martin Gang, Norman R. Tyre and Robert E. Koop. No consideration involved as each stockholder acquires Metropolitan stock in direct proportion to interest in Hope Productions. Acquisition of positive control was granted to William Grant, et al. members of the Denver group. Granted Sept. 11; announced Sept. 15.

KULA Honolulu, Hawaii — Pacific Frontier Bcstg. Co. granted voluntary relinquishment of control by WMT-AM-TV Cedar Rapids, Iowa through sale of 15.56% interest for $45,000. WMT retains 41.11% interest. Principals are **William B. Quarton** (5.0%), vice president of WMT; **E. P. Franklin** (7.5%), 10% stockholder KJBS San Francisco, and **Stanley G. Breyer** (2.5%), commercial manager KJBS. KJBS has 33.33% interest in KULA. Granted Sept. 9.

KRPL Moscow, Idaho—Interstate Radio Inc. granted voluntary assignment of license to Roy Anderson tr/as Latah County Broadcasters for $47,250. Mr. Anderson is self-employed as a writer, editor and publisher. Granted Sept. 9.

WJJD Chicago, Ill.—WJJD Inc. granted voluntary assignment of license to Plough Bcstg. Co. for $900,000. Plough Bcstg. is subsidiary of Plough Inc. drug and cosmetic manufacturer. Principals include President Abe Plough, Executive Vice President Harold R. Krelstein, president of WMPS Memphis subsidiary of Plough Inc., Vice President Harry B. Solmson and Secretary-Treasurer Charles A. Harrelson. Granted Sept. 9.

WTIX New Orleans, La.—Royal Bcstg. Corp.

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granted voluntary assignment of license to Mid-Continent Bcstg. Co. (KOWH Omaha, Neb.) for $25,000. Principals are President-Treasurer Robert H. Storz (60%), banking, insurance and manufacturer of malt beverages, and Vice President-Secretary Todd Storz (40%), manufacturer of advertising displays. Granted Sept. 9.

WFGM Fitchburg, Mass. — Wachusett Bcstg. Corp. granted voluntary transfer of control of licensee corporation to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers, through sale by Ansel E. Gridley of 15,200 shares of stock for $15,200. Mr. & Mrs. Edes purchase 770 shares and Mr. Myers purchases 750 shares. No one party will have control. Granted Sept. 9.

WFUR Grand Rapids, Mich.—Furniture City Bcstg. Corp. granted voluntary transfer of control to Mary & William Kupier Sr. and William E. Kupier through sale of 400 shares of treasury stock to William E. Kupier for $1,000. Kupier family will now own 52.9% interest. Granted Sept. 9.

KNEM Nevada, Mo.—Cecil W. Roberts granted voluntary assignment of license to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM for $30,000. Principals in partnership are **John Blake** (52%), ½ owner *County Progress Magazine*, Brownwood, Tex.; **Galen O. Gilbert** (28%), ⅔ owner KSTV Stephenville, Tex., and **E. William George** (20%), commercial manager KUOA Siloam Springs, Ark. Granted Sept. 9.

KHOL (TV) Kearney, Neb.—Bi-States Co., a partnership, granted voluntary assignment of CP to corporation of same name. No change in ownership; consideration $3,120. Granted Sept. 11; announced Sept. 15.

WNNC Newton, N .C.—Charles C. Turner tr/as **Newton-Conover Bcstg. Co.** granted voluntary assignment of license to John C. Greene and R. H. Whiteside d/b as Southern Radiocasting Co. (WKMT King Mt., N. C.) for $45,000. Each partner has 50% interest. Granted Sept. 9.

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Need sports announcer-salesman. Must be persistent salesman. Salary plus commission plus travel allowance. Minnesota. Box 851X, B•T.

Farm director-salesman wanted by Minnesota station. Must be good salesman. Salary and commission. Box 852X, B•T.

Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 897X, B•T.

Top Hawaiian station, CBS affiliate, has opening for experienced radio salesman. Solid opportunity but no soft spot. Stable employment record essential. Air mail complete story with references. Interview can be arranged west coast or Chicago, KGMB, Honolulu.

Salesman. Excellent fall and winter business outlet. Need experienced top salesmen. No high pressure. Man who knows, loves and lives radio, with ability to sell outstanding programs. No. 1 Hooper station in the market. No. 1 sports and news station. Guarantee and commission. Contact Don E. Inman, KWWL, Waterloo, Iowa.

Experienced radio salesman, one station market. Steady accounts, salary and bonus, car allowance. Excellent opportunity. Write or wire Sales Manager, WHFB, Benton Harbor, Michigan.

We offer a good salesman an excellent money proposition at one of North Carolina's best 250 watt fulltime stations in top small market. Must be a worker with good habits. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

$85.00 start for announcer-disc jockey in midsouth market. Definite TV future. Enclose full particulars with audition. Box 784X, B•T.

Help Wanted—(Cont'd)

Minnesota network station wants farm director-announcer. Must be able to write copy. Good salary. Box 849X, B•T.

Conscientious announcer-copywriter wanted by Minnesota station. Good salary. Car necessary. Box 850X, B•T.

Experienced announcer, progressive music, news station, South Texas. Pleasant conditions. Send tape, qualifications to Box 864X, B•T.

Immediately, good announcer, aggressive, enthusiastic, clean cut. Prefer combination man. Top network station in midwest. Have TV application. Box 865X, B•T.

Looking for your big opportunity? News and pop music man wanted for strong independent operation. Send audition to Box 883X, B•T.

Southern 50,000 watt CBS station needs two (2) staff announcers. Good opportunity to join good, solid, sober staff. Box 892X, B•T.

Funny DJ—fast ad-libber. "Happy" voice. Talk back to records. Do a "Bopster," other character voices, impersonations. Midwest. Single. Box 906X, B•T.

Announcer, experienced, car necessary. Salary $60. KBUD, Athens, Texas.

KFFA, Helena, Arkansas, 1000 watt fulltime network station, has immediate employment for program men with football play-by-play experience. Start $65.00 week plus sports talent. Call or write Sam W. Anderson, Manager.

Dependable staff announcer. Send resume. KFRO, Longview, Texas.

Experienced announcer. Ideal working conditions and position will be permanent to right person. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer-first class engineer needed October 1. Mutual affiliate. Pleasant city midst hunting-fishing country. No experience necessary. Rush details, audition tape or disc, KRTN, Raton, New Mexico.

Announcer for fulltime southern indie. Must be tops DJ and news. Top salary, permanent. Send tape and resume, KSIG, Crowley, La.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced announcer. Immediate opening, good working conditions. Send tape, qualifications and photo to WMIK, Middlesboro, Kentucky.

Immediate opening. Announcer with experience. Permanent position. State background, salary requirements, first letter. WMLT, Dublin, Georgia.

We offer an extra good proposition for two experienced announcers who can really pitch. 250 watt fulltime station in excellent small market. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Staff announcer: Must run turntables and board, knowledge of music, pleasant voice, and lots of common sense required. Minimum of two years commercial experience essential. Contact Art Ross, Program Director, WNOR, Norfolk, Virginia.

Experienced announcer, with or without first class ticket, wanted by outstanding small market, NBC fulltime affiliate in western North Carolina. Top pay, ideal working conditions. WPNF, Brevard, North Carolina.

News editor, newscaster. AP wire. Gather via phone, write local news. Use tape recorder, produce news-reel program. Handle special events, no sports. WSMI, Litchfield, Illinois.

New TV Station allows us to staff 3 announcer-control room operators on dominant CBS Regional Radio. Send full information and audition immediately to Ralph Lewis, Production Manager, WTAD, Quincy, Ill.

Staff announcer. Experienced. No prima donnas. Daytime operation. WTUX, Wilmington, Delaware.

Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

New VHF CP in rich midwest market needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chiefs. Present AM operation 5 kw directional, proposed TV 316 kw ERP. Box 828X, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 878X, B•T.

Chief engineer one thousand watt directional AM and FM also transmitter engineer with first ticket. Telephone Herb Nelson, KOKC, Keokuk, Iowa.

Immediate opening for staff engineer. Prefer technically proficient first class man, but will consider all applicants with commercial license. Attractive salary based on what you have to offer us. Paid vacations, mileage allowance. Contact Chief Engineer, WCOJ, Coatesville, Pa.

Engineering position open at WLEC, Sandusky, Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

First class transmitter engineers with car, for 5 kw AM and FM, CBS affiliate. TV now under construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTOC, Savannah, Ga.

Experienced studio recording engineer. Editing, mixing, studio, remotes. Kaybank Inc., 111 N. 11th St., Minneapolis. FI 1780.

Production-Programming, Others

Promotion manager needed for large radio-television operation in metropolitan market. This station is a leader in the industry and must have thoroughly experienced man with imagination, ability, and must take complete charge of promotion department. Include references and salary required. Box 860X, B•T.

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional buildup. Box 893X, B•T.

Asst. manager and program director 250 watt daytime—AM/FM, music and news station, upstate New York. Strong emphasis on copy and music. Box 898X, B•T.

News director: experienced man to pound newsbeat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

Television

A chance to move ahead in television. New VHF operation in one of midwest's richest areas needs cameramen, directors, announcers, film men, with experience. Unlimited opportunity. Box 829X, B•T.

Managerial

TV grantee with 5000 watt Mutual station urgently needs a thoroughly reliable capable man with TV experience to serve as administrative assistance to the president. Located in rich metropolitan market in midwest. Rush complete information including salary expected, training, experience, etc. Box 846X, B•T.

Assistant manager wanted for television station in large metropolitan area. Station has been on the air for more than four years and general manager needs all-round experienced assistant. This man must be currently working in a TV station and have at least three years operating experience and have a thorough knowledge of programming, sales, production and above all must be able to handle people. This position calls for quality, leadership, imagination and knowhow. Salary commensurate with ability. Box 861X, B•T.

Help Wanted—(Cont'd)

Salesman

TV salesman. Must be experienced in television sales and know small markets. Excellent opportunity for right man. Send complete details to James Muse, WGEM-TV, Hotel Quincy, Quincy, Illinois.

Announcers

Top quality announcers wanted for general staff work at new television station in Pennsylvania. Send history, recent photo and audition record for preliminary elimination. Box 894X, B•T.

Experienced announcer. 40 hour week, eight hours overtime. Contact Hal Kennedy, Program Director, KCJB-TV, Minot, North Dakota.

Television announcer—MC wanted for new station on air October 1. Good appearance, experienced. Write or phone Program Manager, WICS-TV, Leland Building, Springfield, Illinois.

Technical

Engineer for new television station located in southwest. Write giving complete experience, qualifications and starting salary expected. Box 838X, B•T.

Expert television cameraman for new station. Also, one good AM first class engineer to work into television immediately. Wire or phone Rathbun, WDAK-TV, Columbus, Georgia.

Need two engineers first tickets immediately. Write or phone Bob Beurket, WTVE, Elmira, New York.

Production-Programming, Others

Staff producer-director for western New York TV station. Must have experience on board for cutting own shows. Must know station operations thoroughly. No TV starter position. Must be A-1. Wire or write or call Station Manager, WBUF-TV, Buffalo, New York immediately.

Thoroughly experienced TV film editor for western New York TV station. Must know all phases of cutting, editing, show mounting, etc. Salary right for the right man. No TV starter position. Must be A-1. Wire or write or call Station Manager, WBUF-TV, Buffalo, New York immediately.

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion of programs, station and market on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Situations Wanted

Managerial

Experienced combo man. Good announcer and salesman. Desires job as general manager. Family man. Box 799X, B•T.

General manager. Twenty years experience. Initiative ability, excellent references. Interested in radio or TV. Box 804X, B•T.

General and/or commercial manager. 17 years radio executive experience. Thoroughly familiar all phases. Strong sales background. Welcome investigation. Radio or TV. Box 807X, B•T.

Manager, small medium market. Built present successful station. 35, married, veteran, active civic affairs, top references. Thoroughly experienced all phases. Seeking more challenge with permanency. Presently midwest. Box 814X, B•T.

Manager-sales manager. Over twenty years constructive radio and TV experience. I am capable of doing a good job in any market. If you need a good man with the knowhow, who can get the job done, please contact me. Box 841X, B•T.

Manager, programming, sales, administration experience. Now top station executive producer. Some TV. Excellent references. Box 866X, B•T.

Salesmen

Salesman-announcer, 5 years experience, details by return mail. Box 886X, B•T.

Announcers

Announcer, beginner with promise. Light experience. Draft exempt. College graduate. Willing to start at bottom. Conscientious, ambitious, versatile, news, sports, DJ. Box 803X, B•T.

Situations Wanted—(Cont'd)

Staff announcer and singing disc jockey-emcee. Capable, popular, good caliber western vocalist; play guitar. Proven morning man. Ideal TV kiddies show. Box 844X, B•T.

Announcer, experienced, staff, commercials, news, platters; emphasis sports. Permanent connection. Young, reliable, draft exempt. Restricted ticket. Travel. References. Background audition. Box 847X, B•T.

Announcer, news, commercials, sports, and disc jockey. Board operator, specialized in spiritual and music. Reference and tape on request. Box 848X, B•T.

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newscaster, also produce direct and write copy. Network calibre. Audition tape, picture and background upon request. Best references. Box 855X, B•T.

Announcer, DJ, control board operator. Well trained, limited experience. Family man, reliable. Box 856X, B•T.

Colored announcer, DJ, operate control board. Dependable man with family. Light experience. Box 857X, B•T.

Sports announcer. Eight years class A play-by-play baseball plus football, basketball. Presently employed. Available close baseball season. TV and sales experience. Box 853X, B•T.

Three year experience. Excellent news delivery, versatile background. Seeks larger market. Box 868X, B•T.

Gal announcer, reliable, travel. Control board. DJ, woman's page, commercials, resume, tape. Box 873X, B•T.

Announcer. Solid kilowatt indie experience. Strong on news. Presently employed as staff. Have afternoon record show. Single, draft exempt, willing to travel. Tape and references upon request. Box 879X, B•T.

Hillbilly disc personality-announcer. Country singer, guitar, piano. Staff work. Well experienced, sober, reliable, can bear investigation. Country-minded progressive station. Like Ohio, but all write. Available two weeks. Data, tape, on request. Box 880X, B•T.

Announcer. 4 years. Strong news write-edit, commercials that sell. Character voices. Run board. Prefer midwest. Box 881X, B•T.

Experienced announcer and electronic technician. B. A. Degree in radio; first class ticket. Distinctive, pleasing voice, dependable, 29 years old. Box 882X, B•T.

DJ-newsman, five years experience, details and tape by return mail. Box 887X, B•T.

Experienced young announcer (5 years) with 50,000 watt indie and network background. Veteran, married. Excellent references. Strong on news, DJ, MC, prefer southwest U. S. or Florida. Please write Box 890X, B•T.

Manhattan announcer, DJ, desires steady and permanent position available late October. Box 895X, B•T.

Newscaster-announcer, four years experience in Michigan, West Virginia and Virginia. Must be 200 miles from Trenton, N. J. Familiar with all boards. Singing personal appearances at remotes and ad-lib special events. Some TV experience. Box 899X, B•T.

Sports-staff. Excel sports play-by-play. 3 years experience. Korean vet, 23, married. Permanency. Box 901X, B•T.

Staff—single, veteran, 23. Would appreciate chance to get started. Disc, data on request. Box 903X, B•T.

Negro DJ, announcer, newsman, top personality, board, married vet, some experience. Well trained, tape available, versatile. James W. Byrd, 106-18 Ruscoe St., Jamaica 33, New York.

Topflight sportscaster, newscaster, announcer. College graduate. Two years specialized experience. Single, veteran. Play-by-play. Third ticket. Seek connection with sports-minded station. Travel. Jim Carrington, 228 Byrd, Scotch Plains, N. J.

Situations Wanted—(Cont'd)

Conscientious, reliable, all-round announcer featuring sports, light experience, good potential, single, veteran, 3rd class ticket, travel, resume, tape. Jay Corey, 127-04 Liberty Ave., Richmond Hill, New York.

Experienced announcer, versatile, good mature voice. Top New York references. Write, wire. Dick Martin, 26-11 25th Street, Astoria 2, New York.

Young, versatile, limited experience. Disc jockey position desirous. Good clear voice. Dave Millan, 14662 Wisconsin, Detroit 21, Michigan.

Experienced announcer—news, commercials, DJ solid. Specialize sports. Third phone. Available October. Fritz Van, 1004 New York Ave., Manitowoc, Wisconsin. Phone 5904.

Sportscaster—staff announcer. Experienced all phases staff announcing, 5 kw Philadelphia, Penna. Excellent references. Three years play-by-play. College graduate. Draft exempt. Details, audition on request. Bill Wright, 108 Bloomingdale Ave., Wayne, Penna.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75.00. Box 315, Rushville, Nebraska or telephone 28S-J.

Technical

Engineer, first phone, three years experience, now available. Box 845X, B•T.

4 years experience in marine and aviation radio repair. 1st phone. Class A amateur. Married. Will relocate. Box 858X, B•T.

Engineer, 1st phone, 3 years experience. Metropolitan New York, New Jersey. Box 874X, B•T.

Engineer, 1st phone, desires board experience, east preferred, car. Box 875X, B•T.

First class phone. Eleven years continuous employment. Desire relocation as chief in Colorado or vicinity. Box 888X, B•T.

First phone. Chief Public Safety. Desire change, broadcast or TV. East preferred. No announcing. Car. Available November First. Box 889X, B•T.

Have first phone license and two years experience. Good knowledge of TV broadcast equipment. Wants TV or AM-TV position. Box 891X, B•T.

Competent first phone, employed, desires to relocate south or southeast. Box 902X, B•T.
B•T.

Production-Programming, Etc.

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

News director now dominating important southeastern market with thorough local news reporting, forums, newsreels, commentaries. Competent, aggressive, experienced, ready to bulid outstanding radio TV news operation in your market. Present employer gives top reference. Box 839X, B•T.

Aggressive local newsman. One year experience. Wire correspondent. $75. minimum. Box 867X, B•T.

Newscaster. College man desires large market station in radio or TV. Distinguished background. Ten years journalism; three years radio. Box 869X, B•T.

I offer fifteen years experience in the program department of a 50 kw regional station to someone who wants a salesminded program diractor, or a program-minded salesman. If you are a small station in the middlewest looking for a program director-salesman combination, I'm your man. Box 896X, B•T.

Draft deferred, young, ambitious. Two years college, married. Willing to start at bottom—programming, production, radio or TV. Experience: originated and did production work for series on NYC TV station. Will put this program on as part of job, if desired. Dave Berkman, 1345 East 46 Street, Brooklyn 34, New York.

(Continued on next page)

Situations Wanted—(Cont'd)

Television

Salesmen

Topnotch salesman; 4 years successful advertising sales. Wants TV opportunity. Energetic. Personable. Missouri Journalism. Box 842X, B•T.

Manager-sales. West. AM and/or TV. Presently managing TV sales. While in radio, sales exceeded all others in history of station. Box 870X, B•T.

Production-Programming, Others

Fully experienced TV film production from story board to distribution. Presently active partner in modestly successful film company. Seek opportunity program production and sales with station. SRT-TV graduate. SMPTE member. Relocate readily. Box 853X, B•T.

Looking. Network calibre AM-TV announcer-newscaster. Presently employed, desires to make change. Also direct, produce and write copy. Can run board. Details, tape and picture upon request. Best references. Available on 2 weeks notice. Box 859X, B•T.

Experienced TV and radio weatherman desires position in TV as weatherman and director-producer. 15 months experience in present job. Box 884X, B•T.

Production assistant, writer, film editor. SRT-TV and college graduate. Korean veteran. Available November. Box 904X, B•T.

Commercial artist. Five years experienced-commercially. Have been under guidance of "artists" of KMTV and WOW-TV of Omaha in past two years. Desires job in television advertising. Robert Dawson, 3202 Monroe St., Omaha 7, Nebr.

For Sale

Stations

250 watter, approx. 2½ times. Earnings. $135,000. Near New York. Box 811X, B•T.

Controlling interest in small city radio station for sale. Will take $10,000.00 cash and background of success in station management. Do not write unless you have the cash or credit needed to handle the deal. Write to Box 854X, B•T.

Rocky Mountain: 250 w. Bills $65,000 year. Independent. Excellent field. Priced to sell. Box 862X, B•T.

Oklahoma, 250 watt fulltime. Exclusive market. Profitable. Good building, equipment. Bargain. $35,000.00. Jimmie Barry, Agent. P. O. Box 1588, Muskogee, Oklahoma.

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

One Federal Telephone & Radio Corp. 193A, 10 kw transmitter; one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truscon self-supporting insulated triangular tower, 229 feet above the insulators, complete with A-3 lighting equipment and insulators. Box 871X, B•T.

RCA 96A limiter. General Radio 475A frequency monitor (needs recalibrating). Both for $300.00. Contact Preston Bridges, Chief Engineer, KBBA, Benton, Arkansas.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Portable tape recorder—battery operated, dual track, two speeds, 14 lbs., leather case, recharges off 110 line, cubcorder, new $275. Tower Services, Inc., 613 15th St. N. W., Washington 5, D. C.

Wanted to Buy

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

Wanted to Buy (Cont'd)

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used Western Electric 23C console for spare parts. KSIG, Crowley, La.

300 feet 3⅛" coaxial cable. WJBF, Augusta, Ga.

Miscellaneous

FCC licenses quickly by correspondence. Also, **new 8-weeks resident class begins November 9. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.**

Help Wanted

Television

Managerial

ONCE IN A
LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $20,000.00 total and which can be worth twice that much in another year or two? I'm quitting immediately on doctors' orders. If you can finance a stock purchase of around $25,000.00 and have the desire and know-how to manage a midwest indie, contact Box 833X, B•T, but soon.

GENERAL MANAGER
WANTED

Radio and television operation in medium size eastern city needs experienced manager to assume full charge. Must have proven record of success in the industry and top qualifications in all respects. Salary commensurate with background and ability, plus bonus. Please give complete resume plus full references in first letter. Box 872X, B•T.

TELEVISION COPYWRITER

Gem of an opportunity at new midwest VHF outlet. Advise qualifications, references, date available, etc. Contact Paul McClelland, WGEM-TV, Hotel Quincy, Quincy, Illinois. Phone 6840.

Situations Wanted

Production-Programming, Others

PROGRAM DIRECTOR

Job Wanted

Somewhere in this great U. S. A. there must be a smaller station seeking a man as program director—not necessarily with such experience—but with plenty of background in staff announcing, news, music, etc. This man offers six years in station work; now employed at a 5 kw CBS affiliate. He can see his future lies in the programming, not announcing field, and he wants a chance to get into this end of the business by working with YOUR operation. How about it? For details write Box 877X, B•T.

Help Wanted

Salesmen

A Present With A Future

Midwest area TV station going on air this fall. Offers salesman good salary for the present and an excellent incentive plan for the future. Write sending full particulars regarding self and past experiences and billings to Box 840X, B•T.

Technical

Established midwest 100 kw TV station has openings for experienced TV technicians. Send resume and photo. Box 843X, B•T.

Situations Wanted

Television

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request
Croton on Hudson New York

For Sale

Stations

ONCE IN A
LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $20,000.00 total and which can be worth twice that much in another year or two? I'm quitting immediately on doctors' orders. If you can finance a stock purchase of around $25,000.00 and have the desire and know-how to manage a midwest indie, contact Box 907X, B•T, but soon.

Equipment, etc.

PORTABLE BROADCAST, TV BOOTH. Suitable for portable studio or control booth for traveling programs, expositions, or theatres. Specially built with double plate glass windows, fibre glass insulation, forced ventilation. Readily dismantled for shipping. Stored midwest. $600. Box 885X, B•T.

FOR SALE
EQUIPMENT

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 bay FM antenna; 200 ft. 3⅛" coax with RCA isocoupler; Gates and Collins consoles; racks; patch pannels; GE and H-P FM monitors, plus many other items. Contact Box 900X, B•T.

for sale
GE FILM CAMERA
nearly new
Contact:
Chief Engineer
KGUL-TV
Galveston, Texas

WNCA Siler City, N. C.—William M. Wren, F. N. Justice, H. E. Stout, B. L. Spence and James E. Spence Jr. d/b as Chatham Bcstg. Co. granted voluntary assignment of license to William M. Wren, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. Due to previous business commitments the Spence brothers release all their interest. Remaining partners will each own $\frac{1}{3}$ interest. Granted Sept. 9.

WTOB-AM-TV Winston-Salem, N. C.—Winston-Salem Bcstg. Co. granted voluntary relinquishment of positive control through stock transaction by President James W. Coan (15%), formerly 30%; Secretary-Treasurer John G. Johnson (13%), formerly 30%; Vice President Robert V. Brawley (8%), formerly 20%, and Assistant Secretary-Treasurer Archibald Craige (8%), formerly 20% to themselves and Jonas S. Rice (10%); Albert L. Butler Jr. (15%); Thomas B. Rice (11%) and Earl F. Slick (20%). Granted Sept. 9.

WCLI-AM-FM Corning, N. Y.—Elmira-Corning Bcstg. Corp. granted assignment of license to Radio Corning Inc. for $35,000. Principals are President Gordon M. Jenkins (23.1%), WCLI station manager, Secretary-Treasurer George P. Droelle (23.1%), WCLI program director and Vice President Rudolph M. Ochs (4.1%), insurance. Granted Sept. 9.

WISO Ponce, Puerto Rico—South Puerto Rico Bcstg. Corp. granted relinquishment of control by Jose R. Freyre Montero and Luis E. Freyere Montero through increase of 30 shares outstanding stock for $3,500. Principals include Jose R. Freyere Montero (2.78%), formerly 46.77%; Luis E. Freyere Montero (17.85%), formerly 16%; Juan Celon Medina (6.95%), Manuel Celon Medina (2.78%), Andres Grillasca (19.41%), Ramire L. Colon (0.5%), Manuel Piralle (27.78%), Carles Piralle (14.72%) and Jose L. Piralle Lopez (7.23%). Granted Sept. 9.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. granted application for assignment of license to James F. Coggins and Edward Osborne for $63,090. Transferors are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Mr. Coggins owns WEDK Newberry, S. C. and Mr. Osborne is WBCU general manager. Application was resubmitted because of inability of parties to safely carry out intention of parties as previously authorized on May 13 (B•T, May 25). To carry out this intention there was simultaneously filed an application for transfer of license from James F. Coggins and Edward Osborne to Broadcasting Co. of Union Inc. Messrs. Coggins and Osborne will own 100% of stock. Granted Sept. 10; announced Sept. 15.

Miscellaneous

TV - RADIO - PRESS - SCREEN
SPEAKERS - WRITERS - EDITORS
OUT NOW!!!—CREAM OF WIT
6,000 Witticisms, Gags, Puns
Shakespeare to Shenanigan
New Classified Dictionary
$3—Sharp, Clean—A to Z—$3
ROD ARKELL & JOE MILLER
American Bldg.—Sebring, Fla.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

SALES MANAGERS
Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

KISD Sioux Falls, S. D.—KISD Inc. granted voluntary acquisition of negative control by Verl K. Thomson through purchase of 5.9% of stock from other stockholders. Principals include Vice President and general manager Verl K. Thomson (50%), formerly 44.1%, President H. R. Alton ($16\frac{2}{3}$), Vice President F. C. Walkup ($16\frac{2}{3}$%) and Secretary H. L. Dibble (16% $\frac{2}{3}$). Granted Sept. 9.

WSIX-AM-FM Nashville, Tenn. — Louis R. Draughon for himself and as executor of estate of Jack M. Draughon d/b as WSIX Bcstg. Station granted voluntary assignment of license to L. R. Draughon and as trustee of the estate. L. R. Draughon owns $\frac{3}{5}$ interest and holds $\frac{2}{5}$ interest as trustee for Jacquelyn Draughon. Granted Sept. 9.

KWBC Ft. Worth, Tex.—Worth Bcstg. Co. granted voluntary assignment of license to Associated Bcstrs. Inc. through sale of 100% of stock for $150,000. Principals include President **John Flood Jr.** (57%), district sales manager Ruberoid Co., roofing manufacturers; Vice President **Joe W. Evans** (38%), SW manager of Free and Peters, radio & TV representatives, and Secretary **George Q. McGown Jr.** (5%), Ft. Worth attorney. Granted Sept. 9.

WBOB Galax, Va. — Carroll-Grayson Bcstg. Corp. granted voluntary relinquishment of negative control by John W. Shultz and Heck A. Ford through sale of their interests in 1947 and 1948 respectively. Principals are President **Robert V. Morris** (50%); Vice President **B. C. Vaughan** (25%); Secretary-Treasurer **Joseph P. Crockett** (5%); **W. Edward Boyer** (5%); **John W. White Jr.** (5%); **Carl E. Dueckett** (5%), and **Homer D. Jennings** (5%). Granted Sept. 16.

APPLICATIONS

KCLF Clifton, Ariz.—Saguaro Bcstg. Co. seeks involuntary transfer of control (59.5%) to Harry L. Nace Jr., executor of estate of Harry L. Nace, deceased. Filed Aug. 31.

KTYL-AM-FM-TV Mesa, Ariz.—Harkins Bcstg. Inc. seeks involuntary transfer of control (59.5%) to Harry L. Nace Jr., Executor of the estate of Harry L. Nace, deceased. Filed Aug. 31.

KSBR (FM) San Bruno, Calif.—Radio Diablo Inc. seeks voluntary transfer of control of permittee corporation to H. Leslie Hoffman. Mr. Hoffman is to furnish $62,000 of interim financing and cause to be furnished $518,000 additional by purchase of stock and debentures. KSBR is TV applicant for vhf Ch. 13 assigned Stockton. Mr. Hoffman is stockholder in San Jose TV Bcstg. Co., applicant for vhf Ch. 11 in San Jose; president and stockholder Hoffman Radio Corp., manufacturer of TV sets; sole owner Hoffman Sales Corp., distributor of TV sets; president Hoffman Laboratories Inc., manufacturer of special devices for government services and president and 60% stockholder Lesco Corp., real estate. Filed Aug. 13.

KWAL Wallace, Idaho—Silver Bcstg. Co. seeks voluntary transfer of control to Metals Bcstg. Co. through sale of all outstanding stock by J. R. Binyon for $84,000. Principals are R. Lee Black (91%), vice president and 2.5% stockholder KIMA-AM-TV Yakima, Wash. and James G. Talbot (7.5%). Filed Aug. 24.

WABI-AM-TV Bangor, Me.—Community Bcstg. Service seeks voluntary acquisition of positive control by Horace Hildreth through sale of 50% interest by Murray Carpenter to Horace Hildreth, WPOR Portland and WTVL Waterville, Me. Hildreth purchases 10% interest for $25,000 and will own 60%. WPOR purchases 34% interest for $84,800 and WTVL buys 6% interest for $15,000. Mr. Hildreth is U. S. Ambassador to Pakistan, 35% stockholder WMTW (TV) Portland, former governor of Maine and president of Bucknell U. Filed Aug. 31.

WGEM Cambridge, Md.—Shore Bcstg. Co. seeks voluntary transfer of control to Pennington Richards through sale of all stock for $45,000. Mr. Richards is former general manager WHBL Sheboygan, Wis. Filed Aug. 25.

KATO Reno, Nev.—Sierra Bcstg. Co. seeks voluntary transfer of control to R. L. Stoddard through sale by Dana D. Little and Ralph K. Wittenberg of all stock for $47,600. Mr. Stoddard is manager of KATO. Filed Aug. 26.

WHCC Waynesville, N. C.—WHCC Inc. seeks voluntary assignment of license to Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC through sale of interest by Holt McPherson (89%) and James B. Childress (10%) for $36,250. Mr. Fry is former radio and TV director, Democratic National Committee and NBC director of news and special events. Filed Aug. 19.

FINAL DECISIONS

Denver, Colo.—New TV, vhf Ch. 4. FCC announced its decision granting the application of Metropolitan TV Co. for CP for new TV station on vhf. Ch. 4, subject to removal of presently existing condition under which NBC has an interest in Metropolitan TV Co.; and dismissed the competitive application of KMYR Bcstg. Co. which indicated it is no longer desirous of prosecuting. Action Sept. 9; announced Sept. 10.

Bay Shore, N. Y.—FM Allocation. FCC finalized its rule making and amended the Revised Tentative Allocation Plan for Class B Broadcast Stations to delete Ch. 290 from New York City and assign it to Bay Shore, N. Y. Great South Bay Bcstg. Co. is applicant for that channel at Bay Shore. Action Sept. 9.

TV Allocation—FCC finalized its rule making and assigned vhf Ch. 5 to Lake Placid, N. Y., changing the same channel assignment in Bangor, Me. from minus to plus, and the vhf Ch. 5 assignment in Boston, Mass. from plus to minus. Action Sept. 9.

INITIAL DECISIONS

Wilmington, Del.—New TV, uhf Ch. 85. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Delaware Bcstg. Co. (WILM) for CP for new TV station on uhf Ch. 85 with ERP of 13.2 kw visual and 7.1 kw aural; antenna height above average terrain 425 ft. Action Sept. 15.

Chester, Ill.—Hearing examiner Thomas H. Donahue issued initial decision looking toward denial, for default, of application of Cecil W. Roberts for CP for new AM station on 1450 kc, 250 w unlimited. Action Sept. 11.

Eugene, Ore.—New TV, vhf Ch. 13. Hearing Examiner James D. Cunningham issued initial decision looking toward dismissal of protest filed by W. Gordon Allen, permittee of KTVF (TV) in Eugene, directed against the Commission's action of May 13 granting the application of Eugene TV Inc. for CP for new TV station on vhf Ch. 13 in Eugene and rescinding the postponement of the effective date of that grant. Action Sept. 14.

Erie, Pa.—New TV, uhf Ch. 35. Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Great Lakes TV Co. for CP for new TV station on uhf Ch. 35. Action Sept. 8.

Superior, Wis.—New TV, vhf Ch. 6. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of petition of Lakehead Telecasters Inc. (WREX) for dismissal without prejudice of its bid for new TV station on vhf Ch. 6 in Duluth, Minn. and grant of application of Ridson Inc. (WDSM) for new TV station in Superior, Wis. on vhf Ch. 6; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 791 ft. Action Sept. 9.

OTHER ACTIONS

KIRV (TV) Denver, Colo.—Mountain Sales TV Co. FCC designated for hearing application for additional time to complete construction of TV station on uhf Ch. 20. Action Sept. 16.

KOB Albuquerque, N. M.—Albuquerque Bcstg. Co. FCC announced order granting petition of KOB for postponement of oral argument on its application for extension of special service authorization to operate on 770 kc; postponed oral argument from Sept. 17 to Nov. 9. Action Sept. 10.

KEAR San Mateo, Calif.—Bay Radio Inc. FCC announced order dismissing protest by KFBK Sacramento and making effective immediately the grant of the application of KEAR for increase in power on 1550 kc from 1 kw to 10 kw unlimited directional. Action Sept. 9; announced Sept. 11.

Waterloo, Iowa—New TV, uhf Ch. 16. FCC by memorandum opinion and order denied petition by L. E. Kelly for conditional grant of his application for new TV station on uhf Ch. 16 which is in competition with application of Charles H. Gurney. Action Sept. 9.

Topeka, Kan.—New TV, uhf Ch. 42. FCC designated for hearing in Washington on Oct. 9 the competitive applications of Alf M. Landon and R. F. Schoonover for new TV station on uhf Ch. 42. Action Sept. 9.

Binghamton, N. Y.—New TV, uhf Ch. 40. FCC designated for hearing in Washington on Oct. 9 competitive applications of WINR, WENE and WKOP for new TV station on uhf Ch. 40. Action Sept. 9.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. FCC by memorandum opinion and order denied petition of Aug. 10 requesting that vhf Ch. 13 be reserved for noncommercial educational use and that vhf Ch. 6 be made available to petitioner for commercial operation. Action Sept. 9.

TV Allocation—FCC by memorandum opinion and order denied petition of United Bcstg. Co. (WHK) Cleveland, Ohio, filed Aug. 13 requesting assignment of uhf Ch. 71 to Cleveland. Action Sept. 9.

TV Allocation—On joint petition of H. L. Hunt and Coastal Bend TV Co., both of Corpus Christi, Tex., FCC proposed rule making to amend to add uhf Ch. 43 to Corpus Christi. This would mean a fifth assignment and a second uhf channel for that city. Comments may be filed on or before Oct. 13. Action Sept. 9.

TV Allocation—On petition by Lawrence A. Harvey, Los Angeles, Calif., FCC proposed rule making to add uhf Ch. 50 to Washington, D. C., thereby providing a second competitive TV commercial uhf channel in that area by changing the offset carrier requirements only from Rocky Mount, N. C., to 50 plus and Marion, Va. from 50 minus to 50. Comments may be filed on or before Oct. 13. Action Sept. 9.

Montpelier, Vt.—New TV, uhf Ch. 3. FCC announced order denying appeal filed by Colonial TV Inc. from an examiner's ruling which denied Colonial's request for continuance from Sept. 11 to Oct. 26 of hearing on its application and that of WCAX Bcstg. Corp. for CPs for new TV station on vhf Ch. 3. Action Sept. 10.

Wilmington, Del. — Independent Bcstg. Co. (WHAT Philadelphia). Comr. George E. Sterling granted petition for dismissal without prejudice of its TV bid for new TV station on uhf Ch. 83. Application of Delaware Bcstg. Co. (WILM) is retained in hearing. Action Sept. 4; announced Sept. 11.

Little Rock, Ark.—Little Rock TV Corp. Comr. George E. Sterling granted petition for dismissal without prejudice of its application for new TV station on vhf Ch. 11. Action Sept. 9; announced Sept. 11.

KCJF Festus, Mo.—Jefferson County Radio & TV Co. Comr. George E. Sterling granted petition for dismissal without prejudice of its application to change from 1010 kc daytime to 1450 kc unlimited. Action Sept. 9; announced Sept. 11.

Montgomery, Ala.—Southern Bcstg. Co. (WJJJ). Comr. George E. Sterling granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 32. Action Sept. 9; announced Sept. 11.

OPINIONS AND ORDERS . . .

TV Allocation—FCC proposed rule making to amend the Table of Assignments so as to allocate additional uhf channels in a number of cities across country. Such additional assignments can be made without affecting other assignments or applications which are on file with the Commission. Comments may be filed on or before Oct. 13. (For list of cities with proposed uhf channel allocation see B•T Sept. 14, p. 9). Adopted Sept. 9; announced Sept. 11.

Proposed AM Rule Change Affecting Territories—By notice of proposed rule making, FCC looks toward amending Sec. 3.25 of its AM broadcast rules to permit the use in Alaska, Hawaii, Puerto Rico and Virgin Islands of the clear channel frequencies 730, 800, 900, 1050, 1220 and 1570 kc by unlimited Class II stations with power up to maximum permitted by this class. Comments may be filed on or before Oct. 13. Action Sept. 9.

Routine Roundup . . .

September 11 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

International Bcstg. Corp., Shreveport, La. — Granted petition for extension of time to and including Sept. 4 to reply to petition of KTBS Inc., Shreveport, La., for review of examiner's order of Aug. 18, 1953, denying request of KTBS Inc. for subpoenas duces tecum (Action 9/4).

By Hearing Examiner Thomas H. Donahue

Notice is given of further preliminary conference in proceeding re application of Royaltel, Honolulu, T. H., for CP for new commercial TV station (Docket 10474; BPCT-923) on Oct. 7, 1953, at Washington, D. C. (Action 9/9).

By Hearing Examiner Annie Neal Huntting

The Lorain Journal Co., Lorain, Ohio; Elyria-Lorain Bcstg. Co., Elyria, Ohio—By order, granted petition filed on Aug. 14, 1953, by Lorain Journal for leave to amend its TV application (Docket 10525; BPCT-1116) to make certain changes in financing, programming and technical proposals, including change in effective radiated power; by memorandum opinion and order granted petition filed on August 19, 1953, by Elyria-Lorain (Docket 10526; BPCT-1124) for leave to amend its TV application to supply current factual data, staffing and program proposals and cost and revenue estimates; and denied, without prejudice to the filing of petition proposing specific amendments and showing good cause therefor, in keeping with provisions of Sect. 1.365 (a) of Commission's rules, request of Lorain Journal for period of at least 30 days to amend its TV application.

By Hearing Examiner Herbert Sharfman

Delaware Bcstg. Co., Wilmington, Del.—Granted petition to accept its late appearance in proceeding re its TV application and that of Independence Bcstg. Co. (Docket 10632; BPCT-1701), (Docket 10633; BPCT-1712).

By Hearing Examiner Elizabeth C. Smith

WIRL Television Co., Peoria, Ill.—Granted motion for continuance of commencement of taking of depositions by WMBD Inc. from Sept. 8 to Sept. 28, 1953, and hearing is continued from Sept. 21 to Oct. 12, 1953, in Washington, D. C.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc.; Stark Telecasting Corp.; Tri-Cities Telecasting Inc., Canton, Ohio—Ordered that memorandum order after hearing conference dated Aug. 20, 1953 (Docket 10272; BPCT-264, et al) be amended as to time for filing stipulations of counsel, and time was continued to Sept. 25, 1953, in Washington, D. C.

By Hearing Examiner Basil P. Cooper

Tri-City Television Corp., Saginaw, Mich.—Granted motion for leave to amend its TV application (Docket 10634; BPCT-1158) to bring its engineering proposals into conformity with Commission's rules.

KARM, The George Harm Station, Fresno, Calif.—Granted petition for leave to amend its TV application (Docket 10650; BPCT-1061) to furnish certain information concerning its financial qualifications.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Chattanooga, Tenn.; Mountain City Television Inc., Chattanooga, Tenn.—After agreement of participants in proceeding involving applications for new TV stations to operate on Ch. 3 (Dockets 10438 and 10439; BPCT-676 and 882), extended time to file suggested corrections to transcript of record to 20 days after notification of certification of record, ordered each applicant to file proposed findings on its entire affirmative case by Oct. 15, 1953, with proposed counter findings and conclusions of law of each applicant and Chief of Broadcast Bureau to be filed by Nov. 5, 1953, and permitted (not required) filing by Nov. 20, 1953, of proposed counter findings and conclusions, upon which record will be closed (Action 9/4).

Music Bcstg. Co., Grand Rapids, Mich.—Granted petitions of July 30 and Aug. 21, 1953, for leave to amend its TV application (Docket 10552; BPCT-1275) to supplement information with respect to number of commercial and public service spot announcements and to show change in main studio location (Action 9/9).

September 11 Applications

ACCEPTED FOR FILING

Modification of CP

WABT (TV) Birmingham, Ala., The Television Corp.—Mod. CP (BPCT-847) which authorized changes in existing station, for extension of completion date to 10/15/53 (BMPCT-1378).

WALA-TV Mobile, Ala., Pape Bcstg. Co.—Mod. CP (BPCT-705) as mod., which authorized new station, for extension of completion date to 10/31/53.

WNBW (TV) Washington, D. C., NBC—Mod. CP (BPCT-1445) which authorized changes in existing station, for extension of completion date to 10/23/53 (BMPCT-1383).

KTVF (TV) Springfield, Ore., W. Gordon Allen—Mod. CP (BPCT-1511) which authorized new station, for extension of completion date to 1/2/54 (BMPCT-1377).

WMTV (TV) Madison, Wis., Bartell TV Corp.—Mod. CP (BPCT-1484) as mod. which authorized new station, for extension of completion date to 3/10/54 (BMPCT-1386).

WTMJ-TV Milwaukee, The Journal Co.—Mod. CP (BPCT-695) as mod., which authorized changes in existing station, for extension of completion date to 12/11/53 (BMPCT-1385).

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. CP (BPCT-771) which authorized new station, for extension of completion date to 2/1/54 (BMPCT-1384).

Renewal of License

Following stations request renewal of license: KVSM San Mateo, Calif., Hugh H. Smith (BR-1327); KJCK Junction City, Kan., Junction City Bcstg. Co. (BR-2291); KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc. (BRCT-82); WGN-TV Chicago, WGN Inc. (BRCT-59).

License to Cover CP

WABI-TV Bangor, Me., Community Telecasting Service—License to cover CP (BPCT-1182) which authorized new station (BLCT-150).

KSTP-TV St. Paul, Minn., KSTP Inc.—License to cover CP (BPCT-765) which authorized changes in facilities of existing station (BLCT-149).

KMTV (TV) Omaha, Neb., May Bcstg. Co. — License to cover CP (BPCT-717) which authorized changes in facilities of existing station (BLCT-147).

KFDA-TV Nr. Amarillo, Tex., Amarillo Bcstg. Co.—License to cover CP (BPCT-1111) as mod., which authorized new station (BLCT-151).

APPLICATION RETURNED

Modification of CP

WJHL-TV Johnson, Tenn., WJHL Inc.—Application of extension of completion date returned to applicant (letter 9/9/53), unnecessary in view of Comm. action of 9/8/53 granting BMPCT-1329 and extending completion date to 1/28/54.

September 14 Applications

ACCEPTED FOR FILING

Modification of CP

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Mod. CP (BP-7896) as mod., which authorized new station, for extension of completion date (BMP-6308).

WKSB Milford, Del., The Kent-Sussex Bcstg. Co.—Mod. CP (BP-8269) as mod., which authorized new station, for extension of completion date (BMP-6309).

WTUN (FM) Tampa, Fla., U. of Tampa—Mod. CP (BPED-220) as mod., which authorized new station, for extension of completion date. (BMPED-268).

WRAK-FM Williamsport, Pa., WRAK Inc.—Mod. CP (BPH-1768) which authorized changes in existing FM station, for extension of completion date. **(BMPH-4847).**

License to Cover CP

KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—License to cover CP (BP-8010) as mod., which authorized change frequency, increase power, installation of new trans. and directional ant. for day and night use, and change trans. location. (BL-5095).

WFMT (FM) Chicago, Ill., Gale Bcstg. Co.—License to cover CP (BPH-1669) as mod. which authorized new station. (BLH-920).

WEVD-FM New York, N. Y., Debs Memorial Radio Fund Inc.—License to cover CP (BPH-1857) which authorized changes in existing station. (BLH-919).

WKJF (FM) Pittsburgh, Pa., Agnes J. Reeves Greer—License to cover CP (BPH-1839) which authorized changes in existing station. (BLH-918).

Remote Control

Following stations request to operate transmitters by remote control: KOY Phoenix, Ariz. KOY Bcstg. Co. (BRC-172); WARE Ware, Mass., Central Bcstg. Corp. (BRC-171); WSOO Sault Ste Marie, Mich., Hiawathaland Bcstg. Co. (BRC-174); WPTX Lexington Park, Md., Patuxent Radio Inc. (BRC-169); KVSO Ardmore, Okla., John F. Easley (BRC-170); WINA Charlottesville, Va. (BRC-168).

Renewal of License

Following stations request renewal of license: KUSC (FM) Los Angeles, Calif., U. of Southern California (BRED-12); KNOG Nogales, Ariz., Old Pueblo Bcstg. Co. (BR-2067); KIFN Phoenix, Ariz., Western Bcstg. Co. (BR-2385); KUBA Yuba City, Calif., Peach Bowl Bcstrs. Inc. (BR-2125); KVGB Great Bend, Kan., KVGB Inc. (BR-920); KTRC Santa Fe, N. M., J. Bibbs Spring and Bayne Spring (BR-1407); KSWO Lawton, Okla., Okla. Quality Bcstg. Co. (BR-1123); WBBL Richmond, Va., Grace Covenant Presbyterian Church (BR-384).

APPLICATIONS RETURNED

Modification of CP

WCIN Cincinnati, Ohio, Robert W. Rounsaville—Mod. CP (BP-8054) as mod., which authorized new station, for extension of completion date.

Renewal of License

KRDU Dinuba, Calif., Radio Dinuba Co.—Renewal of License. (BR-1434).

September 15 Decisions

BY BROADCAST BUREAU

Actions Taken September 11

Remote Control

The following stations were granted authority to operate transmitters by remote control: KVSO Ardmore, Okla.; WINA Charlottesville, Va.; WPTX Lexington Park, Md.

Granted License

WJVB Jacksonville Beach, Fla., Jacksonville Beach Bcstg. Co.—Granted license covering increase in power and installation of new trans. (BL-4968).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—Granted license covering changes in directional ant. pattern for daytime operation; condition (BL-5064).

WISP Kingston, N. C., Edwin J. Schuffman—Granted license for AM broadcast station; 1230 kc, 100 w unl.; condition (BL-5046).

Granted CP

WSTV Steubenville, Ohio, WSTV Inc.—Granted CP to erect new tower, remove FM ant., and change location 415 feet (BP-8968).

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown: WNBW (TV) Washington, D. C., to 10/23/53; WTMJ-TV Milwaukee, Wis., to 12/11/53; KFBC-TV Cheyenne, Wyo., to 2/1/54; KTVF (TV) Eugene, Ore., to 1/2/54; KTLN Denver, Colo., to 3/23/54; KECC Pittsburg, Calif., to 2/1/54; condition.

Actions of September 10

Granted CP

WCVS Springfield, Ill., WCBS Inc.—Granted CP to mount TV ant. on top of AM tower (increase in height); and change trans. location (coordinates only); condition (BP-8996).

Actions of September 9

Modification of CP

WISO Ponce, P. R., South Puerto Rico Bcstg. Corp.—Granted mod. CP to change type trans.; condition (BMP-6108); granted mod. CP for extension of completion date to 12/8/53; condition (BMP-6152).

WALA-TV Mobile, Ala., Pape Bcstg. Co. — Granted mod. CP for extension of completion date to 4/4/54.

Actions of September 8

Granted License

WLSD Big Stone Gap, Va., Gap Bcstg. Co.—Granted license for AM broadcast station; 1220 kc, 1 kw-D (BL-5096).

KGPH Flagstaff, Ariz., The Frontier Bcstg. Co.—Granted license covering change in facilities, installation DA for night use, new trans. and make changes in ant. system; 690 kc, 500 w-N, 1 kw-LS, unl., DA-N (BL-5069).

WHLS Port Huron, Mich., Port Huron Bcstg. Co.—Granted CP to install new trans. (BP-8984).

KFEL-TV Denver, Colo., Eugene P. O'Fallon Inc.—Granted CP to install auxiliary transmitters and ant. at main trans. site to operate on Ch. 2; ERP in no event is to exceed that authorized for main trans. and ant. (BPCT-1754) (Completion date 5/8/54).

Modification of CP

WKNY-TV Kingston, N. Y., Kingston Bcstg. Corp.—Granted mod. CP for extension of completion date to 1/22/54.

XUM

September 16 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WXKW Albany, N. Y., Champlain Valley Bcstg. Corp.—Dismissed as moot application for modification of construction permit (Docket 9515; BMP-4580).

KTRM Inc., Beaumont, Tex.—Granted petition for extension of time to Sept. 14, 1953, within which reply brief may be filed to exceptions filed to initial decision in re its TV application (Docket 10288; BPCT-971, et al).

By Hearing Examiner James D. Cunningham

Badger Television Co., Madison, Wis.—Granted petition for leave to amend its TV application (Docket 10641; BPCT-1472) to submit technical information re increase in ant. height of fifty feet, financing plans and to include certified copies of plan for merger into Badger Television Co.; application as amended continued in hearing status.

By Hearing Examiner William G. Butts

Royal Oak Bcstg. Co., Ferndale, Mich.; Knight Newspapers Inc., UAW-CIO Bcstg. Corp. of Mich., Detroit, Mich.—Ordered that hearing in this proceeding be continued and rescheduled for 2 p.m., Sept. 25, at Washington, D. C., at which time record of hearing will be opened pursuant to procedure specified in Sect. 1.841 of Commission's rules (Docket 10662, BPCT-725 et al).

Booth Radio & Television Stations Inc.; Woodward Bcstg. Co., Detroit, Mich.—Record of hearing in this proceeding will be opened at 10 a.m., Sept. 25, in Washington, D. C. Attention of all parties is directed to procedure specified in Sect. 1.841 of Commission's rules (Docket 10660, BPCT-724) (Docket 10661, BPCT-1418).

By Hearing Examiner Fanney N. Litvin

Ordered prehearing conference in proceeding re applications of United Bcstg. Co. (Docket 8550, BPCT-216) and WJW Inc. (Docket 8742, BPCT-250) for CPs for new TV stations on Ch. 19 in Cleveland, Ohio, in Washington, D. C., Sept. 16, 1953.

Arkansas Television Co., Little Rock, Ark.—Granted petition of Aug. 6 for leave to amend its TV application to change estimated cost of operation for first year and changes re personnel; granted petition of Aug. 21 for leave to amend to show changes in dimensions of proposed ant. (Docket 10610; BPCT-1057).

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—In memorandum and order after hearing conference recited action and rulings taken which shall control subsequent course of hearing in this proceeding (Docket 10610, BPCT-1057) (Docket 10611, BPCT-1740).

By Hearing Examiner Basil P. Cooper

California Inland Broadcasting Co., Fresno, Calif.—Granted motion for continuance of hearing in proceeding re its TV application (Docket 9050, BPCT-413) and that of KARM, The George Harm Station, Fresno, Calif. (Docket 10650, BPCT-1061) from Sept. 21 to Sept. 28, 1953, in Washington, D. C.

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Knoxville, Tenn.—Upon agreement of other participants, granted motion for indefinite postponement of further hearing of Sept. 14 to extent that further hearing is continued to Sept. 23, 1953, in Washington, D. C. (Docket 10512, BPCT-630 et al).

By Hearing Examiner J. D. Bond

Music Bcstg. Co., Peninsular Bcstg. Co., Grand Rapids, Mich.—In order after first hearing conference statements set out upon which further proceedings in this matter shall be conducted with provision given by hearing examiner to petitions or motions for modification of this order for good cause; and ordered that hearing conference in this proceeding be reconvened on Nov. 12, 1953 (Action 9/11) (Docket 10552, BPCT-1275 et al).

WDEF Bcstg. Co., Chattanooga, Tenn.—Granted petition for leave to amend its TV application (Docket 10473, BPCT-989) to show changes made by manufacturer in ratings of some of equipment specified by application (Action 9/15).

Tri-State Telecasting Corp., Chattanooga, Tenn.—Granted petition for leave to amend its TV application (Docket 10472, BPCT-983) to show changes made by manufacturers in ratings of some of equipment specified by application (Action 9/15).

Radio Roanoke Inc., Roanoke, Va.—Granted petition for leave to amend its TV application (Docket 10656, BPCT-1743) so as to show various changes in its proposed program plans (Action 9/15).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

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BY COMMISSION EN BANC

McFarland Letters

WOKE Oak Ridge, Tenn., Air Mart Corp.—Is being advised that application (BMP-6148) to change facilities from 1 kw D, to 500 w N, 1 kw-LS, DA-N, U, operating on 1290 kc, indicates necessity of a hearing.

Gateway Radio & Television Inc., Broken Bow, Neb.—Is being advised that application (BP-8800) for new AM station to operate on 1490 kc, 250 w, U, indicates necessity of a hearing.

Rogersville Bcstg. Co., Rogersville, Tenn.—Is being advised that application (BP-8807) for new AM station to operate on 1490 kc, 250 w, U, indicates necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KCNA Tucson, Ariz.; KIDO Boise, Idaho; KLEA Lovington, N. M.; KOY & Aux. & Alt., Phoenix, Ariz.; KTAR Phoenix, Ariz.; KVOA & Aux., Tucson, Ariz.; KYUM Yuma, Ariz.; KYCA Prescott, Ariz.; KCLF Clifton, Ariz.

Granted renewal of licenses of the following stations on a regular basis, except that all auxiliary stations listed are subject to the final determination of matters raised in Docket 10345 with respect to changes in frequency assignment:

KYDL-TV, Salt Lake City, Utah; WBNS (TV) Columbus, Ohio; WEWS (TV) Cleveland, Ohio; WMAR-TV Baltimore, Md.; WTTG (TV) Washington, D. C.; WWJ-TV Detroit, Mich.; WNBW (TV) Washington, D. C.; KSL-TV Salt Lake City, Utah; KOB-TV Albuquerque, N. M.; KPHO-TV Meredith Engineering Co., Phoenix, Ariz.; WBAL-TV Baltimore, Md.; WJBK-TV Detroit, Mich.; WSPD-TV Toledo, Ohio; WKZO-TV Kalamazoo, Mich.; WTOP-TV Washington, D. C.

September 16 Applications

ACCEPTED FOR FILING

Remote Control

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—Remote control. (BRC-173).

Renewal of License

Following stations request renewal of license:

KAVL Lancaster, Calif., Antelope Bcstg. Co. (BR-2519); KFSG Los Angeles, Calif., Echo Park Evangelistic Assn. (BR-15); KRKD Los Angeles, Calif., Radio Bcstrs. Inc. (BR-9); KROW Oakland, Calif., KROW Inc. (BR-29); KDAN Oroville, Calif., Oroville Bcstrs. (BR-1926); KFXM San Bernardino, Calif., Lee Bros. Bcstg. Corp. (BR-37); KVBC Farmington, N. M., Valley Bcstg. Co. (BR-2676).

UPCOMING EVENTS

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21: Canadian BMI clinic, Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23: Survey of advertising course, sponsored by AWRT, registration, Hotel Astor, New York.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Fort Garry Hotel, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 5: Advertising and selling course, sponsored by Ad Club of New York, to run through Feb. 25, 1954.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 8-9: American Council on Education, annual meeting, Hotel Statler, Washington, D. C.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

Oct. 14-17: Audio Engineering Society, convention and audio fair, New York.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

Oct. 19: National Safety Council, convention, Chicago.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Nov.1-7: Lutheran Radio & Television Week.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehleback, Kansas City, Mo.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Jan. 6, 1954: Second session of 83d Congress begins.

Jan. 19-23, 1954: NARTB Combined Boards, Cat Cay, Fla.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

BROADCAST and TV ENGINEERS

RCA . . . has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

•

Please send detailed resume of training, experience and salary desired—which will be confidentially received and acknowledged—to:

Employment Division, Dept. H02201

RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza
New York 20, New York

editorials

The Business Year Begins

HISTORICALLY, the business year in broadcasting begins with the fall season. The hiatuses are over. The old reliable top-rated programs are back. There are a covey of new ones that will vie for recognition. Some "SRO" signs are up for certain hours.

The predictions, generally, follow the usual pattern too. Business is going to be good, in radio as well as television, these perennial optimists, the sales executives, tell us. Generally, the schedules prove this—more time is on the books than in several years past, except for certain network radio periods.

Of course, what the sales people do not cite is that for most radio network affiliates, the revenue from network optioned time (and other time) is down, even though there may be no less in commercial hours. The average station return is down about 15%, we're told.

The overall economic outlook is cloudy. The stock market is from unsteady to downward. A recession, if not a depression, has been predicted for months. But employment and buying power remain at all-time highs. And certainly, the buyers of advertising haven't indicated any move to cut back budgets.

The contrary is true. The emphasis is on new consumer lines, now that defense spending is being curtailed. The tremendous capacity geared toward the military is being diverted to civil production. New automobile styling and new appliances will need exploitation. These account in considerable measure for increased budgets, not alone for the broadcast media, but for all advertising.

While the advertising prognosis is good, it is nevertheless dangerous. When merchandise is harder to sell, budgets usually go up. Heavy budgeting and heavy spending, during a period of economic uncertainty, could well trigger the reform elements within and outside of government who contend that all advertising is a waste. They are the "grade-labelling" zealots, who have been relatively quiescent during these past years of big military spending.

The danger is that, once the grade-labellers (usually backed by organized labor) get active in Congress, the larger advertisers may become gun-shy.

The broadcast media, because they're the most glamorous, as well as the most effective, attract the initial fire of the flannel-mouthed politicos. But—marketing men know that the target is advertising generally. So all avenues of advertising must continue the big job of increasing public confidence in advertising. They must be sold the truism that advertising actually decreases the cost of goods, by stimulating mass production and sales.

We should like to see radio and television broadcasters, in the business year just beginning, lead the way in stimulating public knowledge of the what and why of advertising.

Vital Link

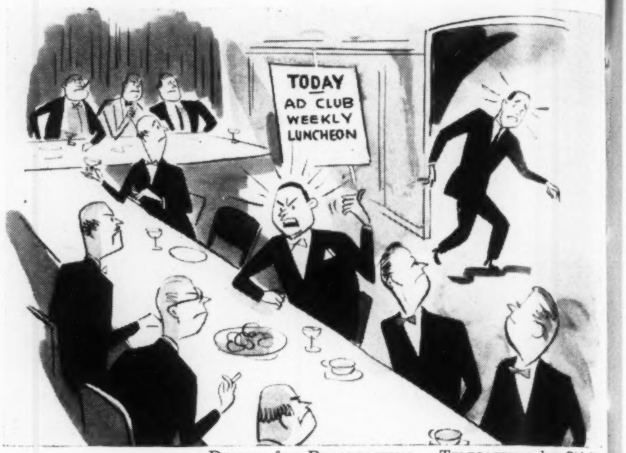
HIGH praise was given operators of the more than 1,300 standard radio stations participating in last Wednesday's Conelrad test (see story this issue). It was voiced by officials of the FCC, administrator of the system; the Air Force, empowered to put it into effect, and the Federal Civil Defense Administration, whose local branches would coordinate emergency programming of participating stations.

These officials pointed out that the broadcasters who have modified their transmitting apparatus so that at a moment's notice it can be switched to one of the two Conelrad frequencies have done so at their own expense, representing an industry contribution of some $2.5 million in out-of-pocket costs to the nation's defense effort.

In addition, in times of emergency these patriotic broadcasters have volunteered to scrap their normal commercial operations in favor of civil defense broadcasts of public information and instruction, to go on around the clock for as long as necessary, committing themselves in advance to added expenses of operating and to the cessation of all revenue for the duration of the emergency.

But in lauding the broadcasters who are now cooperating in Conelrad, these officials urged more stations to join in the plan, to fill up the gaps that at present weaken the effectiveness of this national defense effort.

A number of American broadcasters played a major role in the development of Conelrad. Many more have joined them in making it a vital link in the nation's defense against surprise enemy attack. They deserve the full support of the entire broadcasting industry.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . that new account executive refused a second martini!"

Code Crack-Down

AT THE time of the adoption of the television code, we expressed skepticism that it was needed or would work. It was, and is, our view that such documents are chiefly put to cynical utility. They can be displayed to answer criticism while the conditions that prompted the criticism remain unchanged.

Though our opinion of the code itself is still one of skepticism, we must say that the TV Code Review Board has attacked its unrewarding work with commendable zeal and intelligence. As reported in last week's B•T, the board announced it would take action against subscribers who violate the code.

The importance of the announcement lies in the fact that it was not forced by outside pressure; indeed it seems to us that lately the critics have been unusually quiet. The board's decision to crack down on violations was prompted from within the industry. It is an extremely healthy sign that public-minded telecasters should themselves urge self-discipline upon their erring colleagues.

The board has ordered Edward H. Bronson, director of TV code affairs, to devote full efforts for the next three months to monitoring television stations in search of excess commercialism. We daresay that if he follows orders, Mr. Bronson will find much of what he seeks. It is a morose fact that double-, triple- and quadruple-spotting has become the rule rather than the exception. And other kinds of commercial excess are prevalent.

Three Little Words

THOUGH we are opposed to anything which unnecessarily limits the flexibility of use to which radio can be put as an advertising vehicle, we side with the Station Representatives Assn. in objecting to the three-word spots that Southland Coffee Co. has tested.

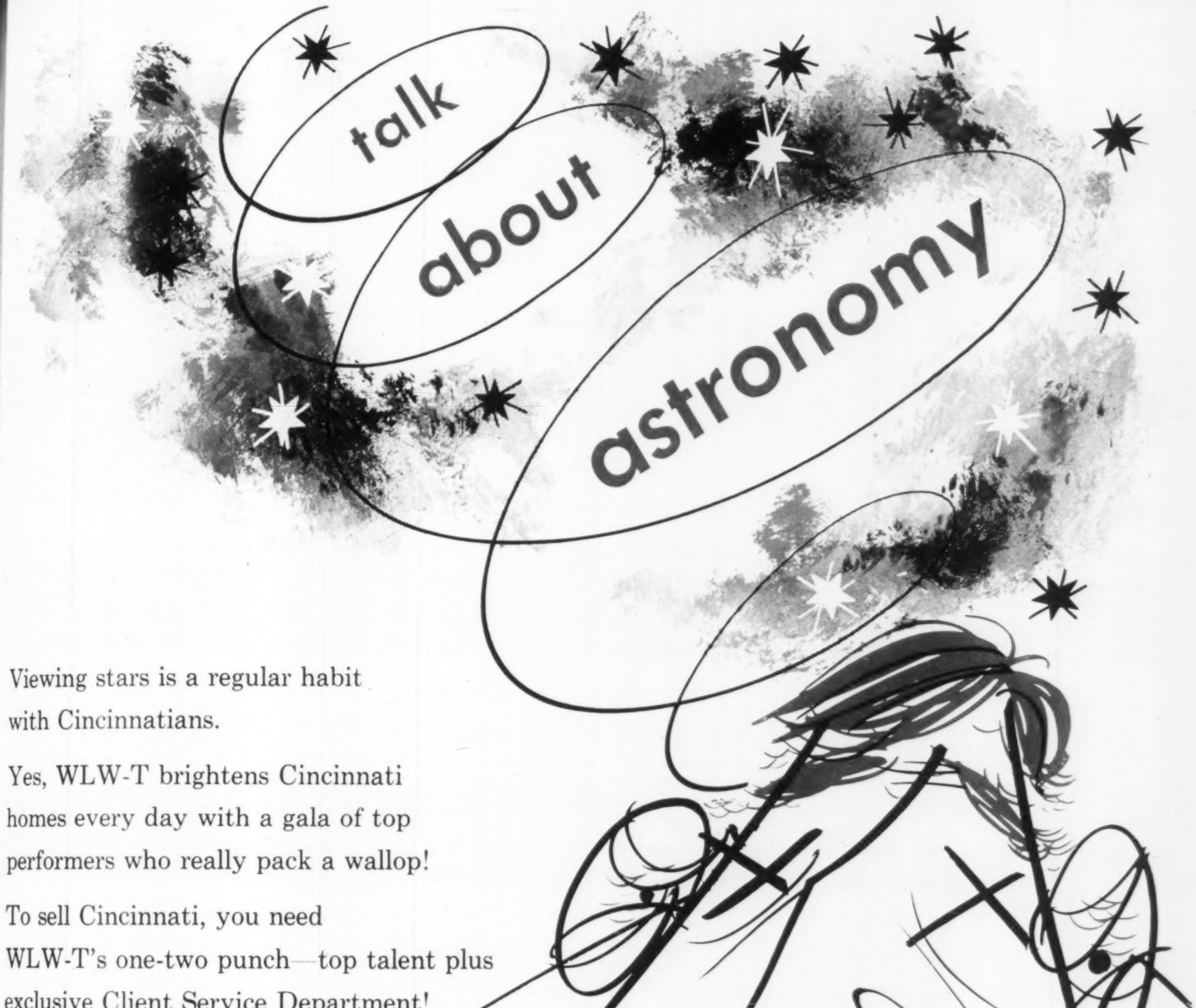
To introduce its new instant coffee, Chicafe, the advertiser used such announcements as "People say Chicafe" or "Doctors say Chicafe" a dozen or more times per day.

Cutting a commercial down to three words, which can be spoken so fast they almost defy timing, does seem to be stretching radio's flexibility too far. Short copy is often desirable, both on the air and in print, and certainly radio stations should do nothing to discourage its use—within sensible limits. The three-word spot, however, is not reasonable, not only because it is a problem in itself but also because it creates other problems.

To be effective, the Southland commercials must be repeated often, so often that the irritation factor is apt to set in. That is one problem.

Another is that they introduce a temptation to indulge in on-the-spot price making, a second-cousin to rate cutting. Since no established rate card that we know of contains a provision for a three-word commercial, stations accepting the Southland business must coincidentally decide on a new rate for it. Would the same charge be made to another client who had a four-word commercial, or would the charge be the three-word rate plus 33 1/3%?

Undeniably, commercials can be distressingly long. But, as has now been shown conclusively, they also can be distressingly short.



Viewing stars is a regular habit with Cincinnatians.

Yes, WLW-T brightens Cincinnati homes every day with a gala of top performers who really pack a wallop!

To sell Cincinnati, you need WLW-T's one-two punch—top talent plus exclusive Client Service Department!

WLW-T cincinnati's star station

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD